Life Magazine 12-23-46 pg 42

XD2-244

The Red Ca
are Coming

The Red Caps you see here are a cheerful
of Carling's Ale.... Heretofore Carling's h
limited in supply—but now that things hav
up a bit Carling's is blossoming out in al
states. The Red Caps are coming everyw

If you have not yet had the Carling's exp
you'll find that it's better—not *bitter.* Delil
different. A light, bright flavor, cross-bler
the American taste.

And now, friend, Caps off to a Happy H

BREWING CORPORATION OF AMERIC
Cleveland, Ohio

Life 12-23-46

CARL

p42

BORN IN CANADA (1840) NOW GOING GREAT IN THE

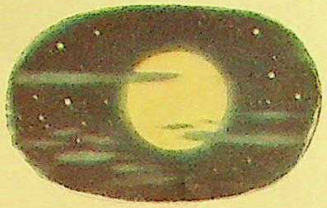
XD 2-244

CARLING'S Red Cap ALE

That bright red silk cap, perched on a

From Life 1/27/47 p. 86 (over)

This clock goes 'round without a sound



LIKE THE MOONBEAMS, *and stars, electric Telalarm Jr. works silently through the night. There's not the slightest tick to tax your slumber.*

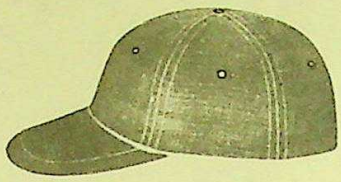
BUT THE ALARM *is sure to wake you. Because it's electric it keeps on calling you until you reach out and stop it.*

• *Electric* Telalarm Jr., that looks so bright and right on your bedside table, doesn't make any noise about bringing you the right time . . . but you can count on it to be exact to the minute. What's more, you never need to wind, oil, or regulate it. The thanks go to the dependable, self-starting Telechron motor that has long been winning fame and favor for the most popular of *electric* clocks. Ivory-colored plastic case. No mail orders, please . . . see your Telechron dealer. Telechron Inc., Ashland, Massachusetts.

XD 2-244

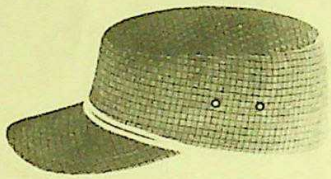
XD 2-244

WHERE THE STRAWS COME FROM



"THE MADAGASCAR"
Imported Raffia Straw Cap
NATURAL, COCOA, NAVY
Retail $2.50

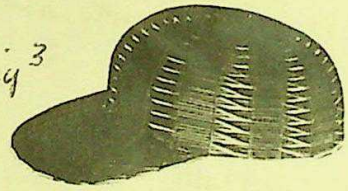
Fig 1



"LE CAPITAINE"
Imported Straw Cloth Cap
BLUE/WHITE; RED/WHITE
BROWN/TAN; TAN/WHITE
Retail $2.95

Fig 2

Fig 3



"BAMA-REED"
Imported Yeddo Cap
NATURAL, NAVY, COCOA, LEGHORN
Green underbrim on all
Retail $2.95

"They copied all they could follow
But they couldn't copy my mind,
And I left 'em sweating and stealing
A year and a half behind."

RUDYARD KIPLING

Apparel Arts
Jan 1952
p. 176

COME FROM

"COCONUT"
Indian Prints or Solid Bands
Retail $3.50 to $10.00

"THE TYROLEAN"
Hinoki or Coconut Straw
Retail $5

"IMPORTED MILAN"
WHEAT, FAWN, WALNUT, GREY
Retail $3.95 to $10.00

there's one for everyone under the sun

Elis
NEW YORK

STRAWS & CAPS

"THE MADAGASCAR"
Imported Raffia Straw Cap
NATURAL, COCOA, NAVY
Retail $2.50

"LE CAPITAINE"
Imported Straw Cloth Cap
BLUE/WHITE; RED/WHITE
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Retail $2.95

"BAMA-REED"
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NATURAL, NAVY, COCOA, LEGHORN
Green underbrim on all
Retail $2.95

WHERE THE STRAWS COME FROM

JACOB ELISHEWITZ & SONS CO., INC.
721 to 727 Broadway • New York 3, N. Y.

OUR 51st YEAR . . . EST. 1901

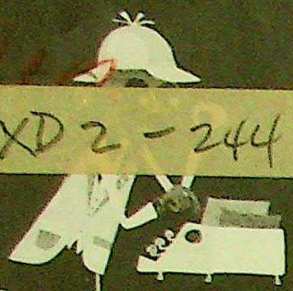
If it's an Elis—it is an original

p. 128

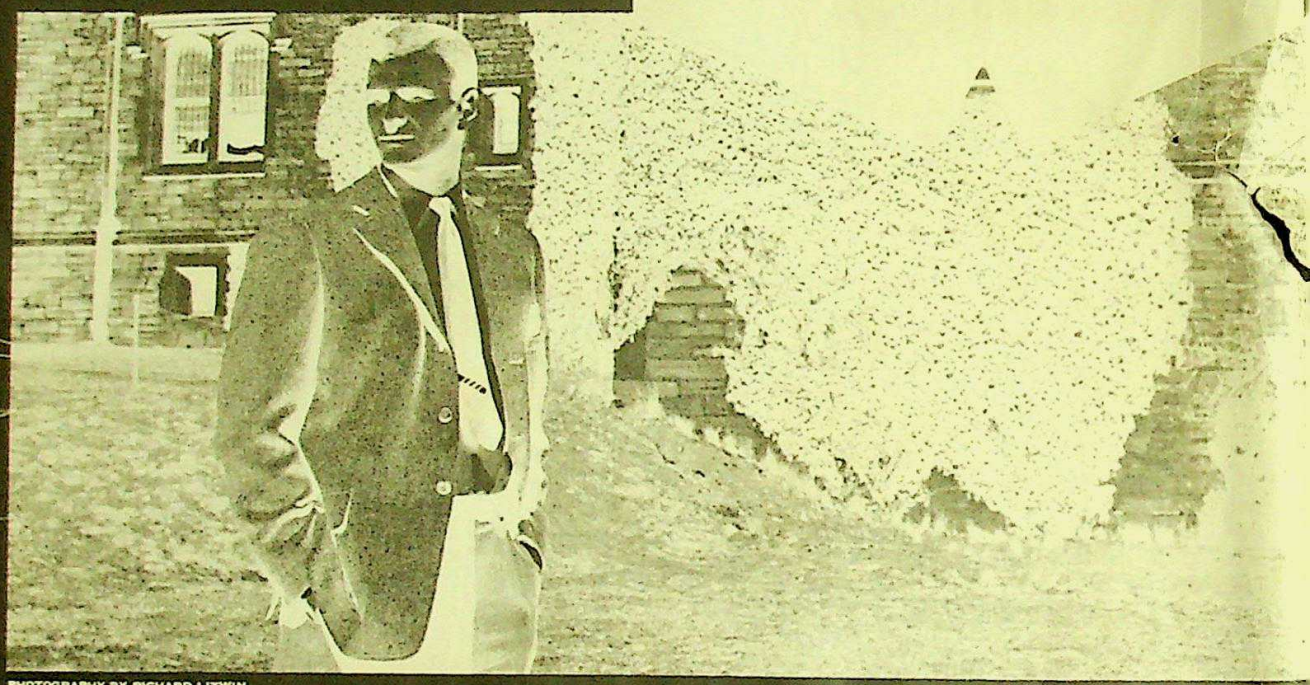
Property of U. S. Patent Off
For Examiners Use Only.

read will appear in the September issue of Esquire

XD2-244

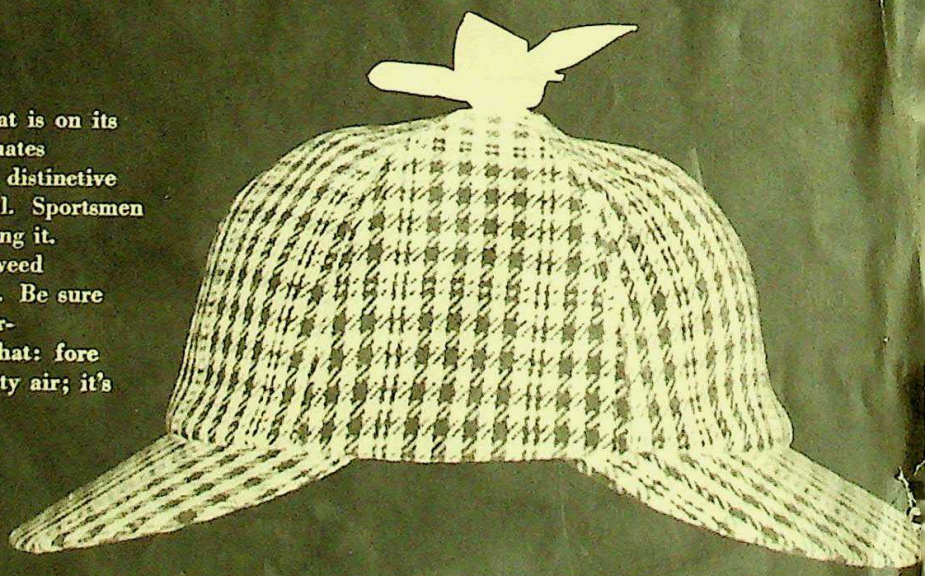


esquire predicts *for the class of '54*



PHOTOGRAPHY BY RICHARD LITWIN

We predict that the Deerstalker hat is on its way into university life. Undergraduates are becoming more conscious of distinctive headwear, so this type is a natural. Sportsmen are wearing it, hunts meets are seeing it. When to wear it? Why, with tweed suits, tweed topcoats, sports jackets. Be sure you are getting the authentic Deerstalker (Hawkshaw, if you like) hat: fore and aft brims. Wear it with a jaunty air; it's the most exciting hat of the year.



XD 2-244

STYLEPARK CREATES AN EXCITING LIGHTWEIGHT ORIGINAL IN THE Gipsy - A COLORFUL, CRUSHABLE, LUXURY FUR FELT ONE-OUNCER

XD

For the first time ever, a sportswear cap of fine FUR FELT that is feather light, marshmallow soft and made completely in one piece. Not a single stitch in its construction except to sew in the genuine leather sweat. Crushable and rollable, and with no rigidity whatsoever, it can be tucked in a golf bag, overnight bag or automobile glove compartment and never lose its handsome shape. Nothing like it has ever been made before!

COLOR-WISE, it is keyed to the bold and arresting shades of the smartest and best selling men's sportswear.

FASHION-WISE, the GIPSY hits a new high in versatility. It can be worn handsomely for either active or spectator sports, lounges leisurely at home or at resorts... and can be shaped into any one of a half dozen styles according to its wearer's whim and individuality.

PROFIT-WISE, the GIPSY is an unmatched money maker for you because its comfortable $5 price tag carries with it a whopping 45% mark-up as it wholesales for a mere $33 a dozen less our regular 6% terms.

So see that your hat and sportswear department have the benefit of this fresh and highly exciting original by ordering the GIPSY today for immediate delivery. Effectively displayed and properly promoted, the GIPSY will sell steadily and profitably, 12 months a year and give you an additional spark of fashion leadership to keep your store in front of your competitor's.

retails for **$5.**

THE Gipsy

ADVERTISED IN APRIL ESQUIRE OUT MARCH 16

STYLEPARK HATS, INC., 2550 REED ST., PHILADELPHIA 4[illegible]

2/20/53

IN DEFENCE OF FREEDOM / NUMBER I IN A SERIES

XD 2-244

The New Yorker - 2-21-53 - p.117

The cost of keeping Anton free

Anton is a peasant farmer, somewhere in Europe. His farm is small, but he owns it. He works many hours, but he is his own master and life is good to him.

Ploughing or hoeing in his fields, Anton gives little thought to the planes that roar above his head. "Flying machines? What of them. I am a farmer." But Anton owes his freedom and perhaps the hopes of his lifetime to the power and the strength that such aircraft give the Free World.

We do not know Anton and he does not know us. But at the head of the list of those aircraft keeping Anton free are those designed and built by our companies. By day there is the Hawker Hunter, finest of all interceptor aircraft: by night, the Gloster Javelin, world's first twin jet Delta fighter. And to strike at the enemies of Anton if they attack, the Avro Vulcan, four-jet Delta battleship of the skies, world's most modern bomber. Wonderful aircraft, representing the furthest advances of aviation science, built by the most complex and exacting processes, demanding immense expenditures of time, skill, labour, materials and money.

It is not simple or easy or inexpensive to keep Anton free. But were we to fail him, his slavery would surely be the start of ours.

THE HAWKER HUNTER *jet fighter is one of the Group products now in super-priority production for the R.A.F. Supersonic, heavily armed and highly manoeuvrable, it is acclaimed as "the world's finest fighting aircraft". Now powered by the Armstrong Siddeley Sapphire, another Group product, the most powerful jet engine in the world.*

Hawker Siddeley Group

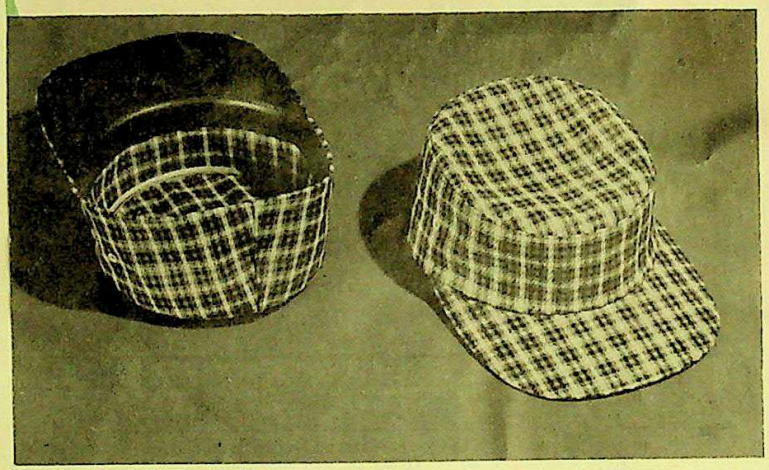
18 St. James's Square, London, S.W.1

PIONEER . . . AND WORLD LEADER IN AVIATION

MODERN PLASTICS 4-1953 P.107

XD2-244

The advantages that have made saran so popular for outdoor upholstery have proved equally as suited for an attractive plaid men's summer cap. The color-fast hat is stain-proof, sweat-proof, unaffected by the weather, and cannot be harmed by rolling or creasing. It is porous for ventilation. Available in red or blue plaid from Jacob Elishewitz & Sons Co., 721 Broadway, New York, N. Y.

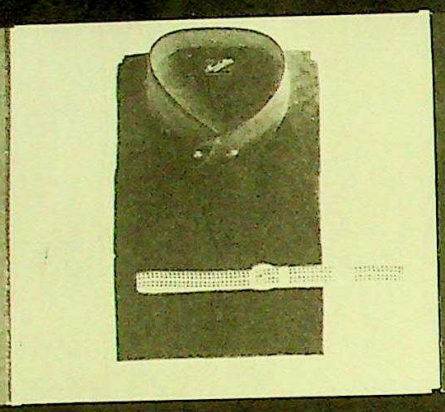


Modern chair from Herman Miller Furniture Co.

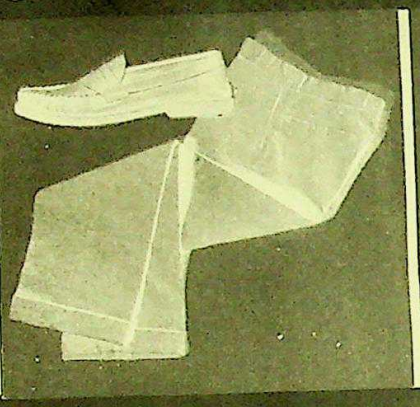
Like a deerstalker. Dobbs demi-stalker could become a campus fad.

Excello Cravats uses new color combo of black, silver and gold in all-silk repp. Wine colored shoes: two eyelet tie with wine Neotex sole from G. H. Bass.

NEW AND WORTH WATCHING



For a more dressed up appearance: pinned rounded collar shirt in yellow from Manhattan; black and yellow cord belt is from Greenhall Bros.



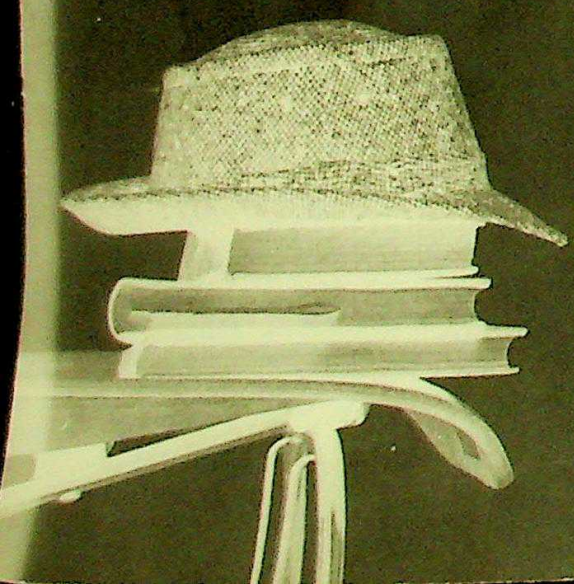
Hussco's blue Huskies loafers are new because of raised stitching. Day's College Cords are a heavier corduroy. The fabric is Juilliard.

Combination of nylon and neat checks gives McGregor sport shirt extra appeal on campus. St. Johns Bay Rum from Myron W. McIntyre

Apparel Arts July 1953 p. 51

The black and red corduroy vest from Parkton is a popular pattern that can be sold to enhance the traditional grey flannel suit. As an extra sale, key chains and watch fobs can be suggested with vests. Swank watch fob is gold plate.

Dobbs tweed bucket hat is styled after the traditional bucket rainhat.



blue, and brown—all planned to com-

XD2-344

At a luncheon held to launch the new colored tires it was noted that the colors were held to three to minimize the inventory problems of the dealers.

Suppose they had to stock them in sleeve lengths as well as collar sizes?

•

Lester Cohen of M. Lowenstein & Sons gave us a preview of "His Lordship", "the first wash-and-wear 100 per cent cotton suede cloth for men's and boy's shirts and robes."

Lester told us that the fabric, which is being made in a very wide assortment of interesting styles, needs no ironing, is crease resistant, is guaranteed fast to washing, has a residual shrinkage of less than 2 per cent, will not "cling," is not uncomfortably hot, and will admit no cold weather chill.

The fabric is slated for use in shirts to retail at about $3.95 and in robes at about $6.95.

•

Of course there is always something new under the sun. Jaymar Slacks came up with a new bit in a fabric money clip made of its Jaymero Lin-Weave fabric. It holds a gift certificate for a pair of slacks of the same cloth. Individually gift boxed, the clips are available in many shades. All aimed at building Fathers Day business.

•

Busy Ray Josephs is readying an article for a well known national weekly, the piece being titled "The Revolution in Pop's Closet."

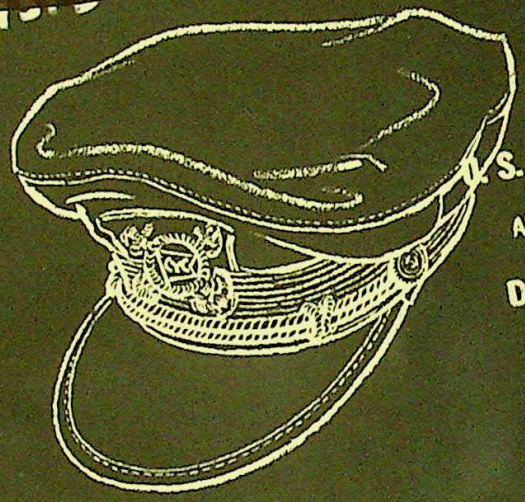
An early draft showed the tome to be loaded with interesting and pertinent facts—and devoid of the malarkey that is usually the curse of this type of publicity.

•

Tom Morgan of Dan River Mills tells us that his firm has a new help for manufacturers in laying up chest stripe sport shirts. It is a one-quarter size plan showing how to match up the component parts and we will try to get some pictures of it for a subsequent issue of MEN'S WEAR.

GIFT LIFT

• Men's stores can now give a new service to their customers: card for the man to enclose with the gift. No display problems because the cards are packed in display boxes, as pictured. Included is an everyday unit, in addition to special occasion cards which arrive from the manufacturer a month in advance of the holiday. $79.20 takes care of the entire year; cards retail at 5 to 15 cents.



U. S. Patent Office
APR 5 1955
Design Division

This is Willard Cole's sailing cap . . .

Lytton's busy president has a special outfit for sailing, as he does for all his leisure-time activities . . . and this leads to an extensive wardrobe indeed, because he lives an active life that demands a wide assortment of things to wear.

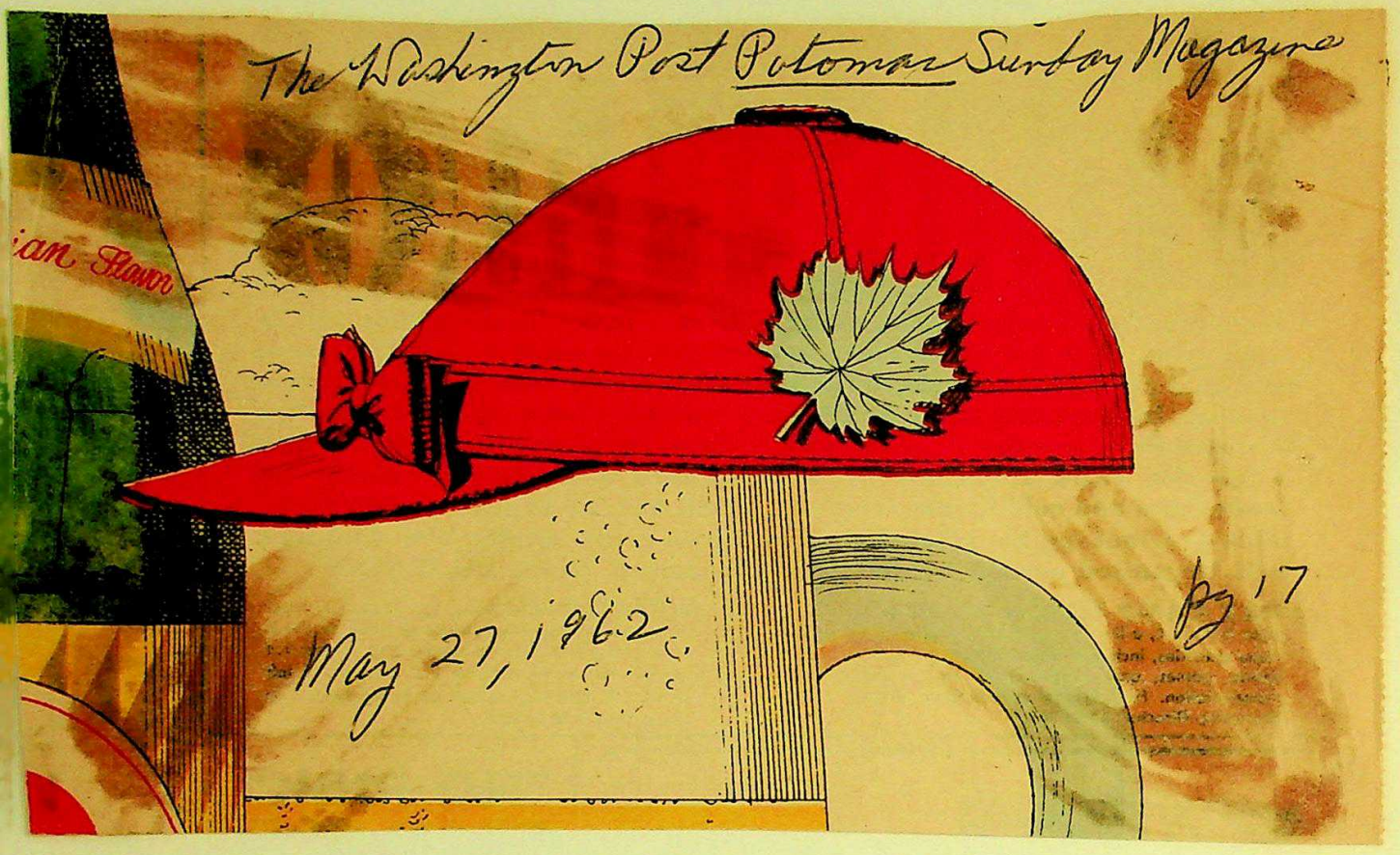
In this, he's typical of the eager men and women who read Holiday each month. Holiday reaches *active* America . . . fun-loving people who get out and enjoy lots of recreation in the right clothes for each occasion.

What an audience for advertisers! More than 840,000 active, upper-income families. And when they read Holiday, it puts them in a mood to have fun, to buy things.

No wonder so many leading stores tie up with Holiday . . . Holiday is America's most natural merchandising medium.

XD2-244

The Washington Post Potomac Sunday Magazine, May 27, 1962 pg. 17



3/1523
D 109110
5/Eng.

STASAFE HAIRGARDS for WOMEN

are

- ★ SAFE
- ★ LIGHT
- ★ ATTRACTIVE
- ★ ADJUSTABLE
- ★ WASHABLE

and

- ★ COOL

U.S. PATENT OFFICE
JUN 25 1943
WASH. RECEIVED

Manufactured and sold by

STANDARD SAFETY EQUIPMENT CO.

Makers of STASAFE Products

NEWARK 127-A Washington | 232 WEST ONTARIO STREET CHICAGO, ILLINOIS | CLEVELAND 2012 E. 102nd

XD2-245

MAXIMUM HEAD PROTECTION AGAINST SCALPING - OIL MISTS - DUST and FIRE

ALL THE HAIR SHOULD BE COVERED OR RESTRAINED

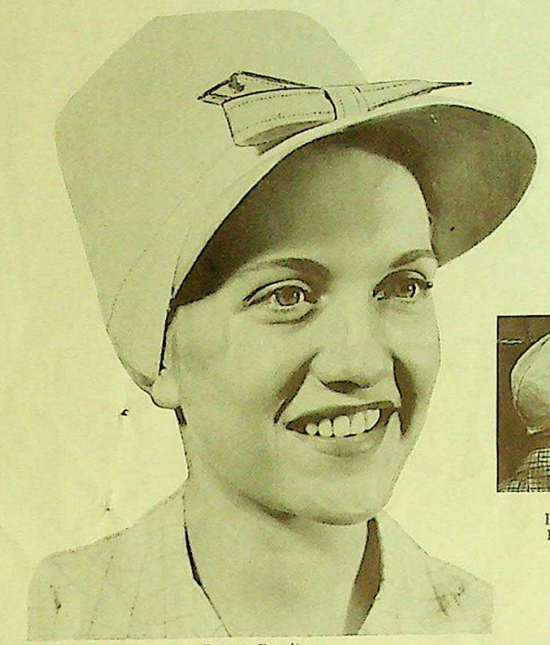
Patent Pending

No. 14 This officer-type cap is the answer to the demand for safety plus attractiveness. The visor serves as a warning bumper if the wearer leans too close to machinery—and the tall, stand-up top serves the same purpose for head clearance. Well tailored and roomy—No. 14 encloses **all** the hair. Can be worn at an angle without diminishing its effectiveness and the ivory drill with nile green piping will complement almost any uniform. A light colored cap will relieve the monotony of a dark uniform and also encourage sanitation by requiring frequent laundering. A bright splash of color can be had by printing the trademark either to match uniforms or in a contrasting color. Adjustable.

Back View
14 and 15

Patent Pending

No. 15 Where direct overhead vision or extra light is desirable, order the transparent acetate-visored model No. 15. The visor is non-flammable and may be washed. Otherwise this model is the same as No. 14. Adjustable.

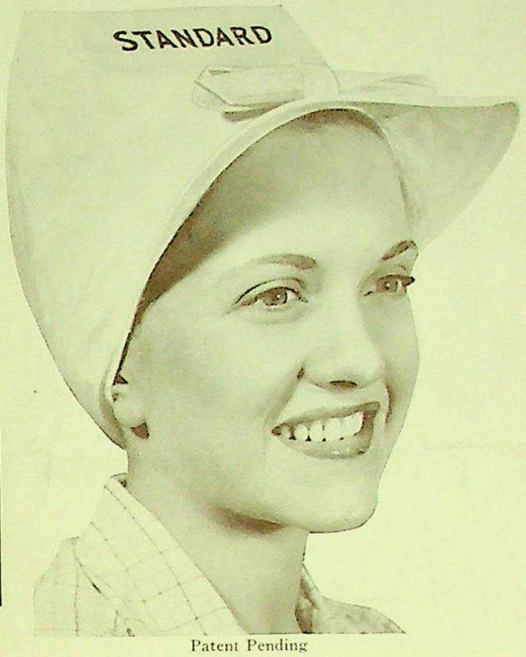


Patent Pending

No. 16 Modeled after the WAAC Military Cap this model provides roomy protection and comfort. Ivory drill throughout or the bow can be made of contrasting material. Be sure and give clear instructions with your order. The general shapelessness and roominess of this Hairgard makes it ideal for fireproofing . . . and for protection against oil mists and dirt. Adjustable.

Back View
16 and 17

STANDARD



Patent Pending

No. 17 Roomy, safe and sewed in such a manner that it is more rigid than ordinary shop caps. The twin peaks, as well as the visor, tell the wearer when to duck. Ideal for hair protection against oil mists and many types of dusts. Adjustable.

No. 11 Snood-type Hairgards will always find a place on certain jobs where restraining the hair is the only requirement. Light and cool . . . and easily laundered. Fine mesh doesn't permit straggling hairs. Adjustable by buttons on the back.

STASAFE HAIRGARDS are well made, sturdy, long lasting SAFETY CAPS and should not be confused with ordinary shop caps. They are full cut to allow **complete** hair coverage—and are self-adjusting by means of elastic in the head band.

MATERIAL: Our experience has been that a strong, preshrunk drill is stiff enough for safety purposes and durable enough for long life. This material is easily laundered and can be fireproofed.

COLOR: A nurse wears a light colored uniform because it shows the dirt and is consequently kept sanitary by frequent laundering. A dark colored safety cap might become filthy and be worn for weeks in this condition, whereas a light colored cap would be washed. Sanitation is a good safety practice.

HOW TO ORDER: Specify the quantity of each style desired, using the stock numbers shown on this folder. It is not necessary to specify sizes since StaSafe Hairgards are adjustable. Priority of A-10 or higher is required.

"TENTATIVE" PRICES

O.P.A. temporarily restricts us to quoting of "tentative" prices not to exceed those shown below . . .

No. 11	40c each	No. 16	75c each
No. 14	75c each	No. 17	75c each
No. 15	75c each		

Quantity Discounts as follows: 5% on 100 caps 7½% on 500 caps and 10% on 1000 or more.

IMPRINTING OF CAPS

If you want your caps printed, send sample of trademark and specify color of ink wanted. The following prices are for printing one color on Ivory drill.

100 caps or less	$2.75 per lot
Next 400 caps	1.00 per 100
Next 500 caps	.80 per 100

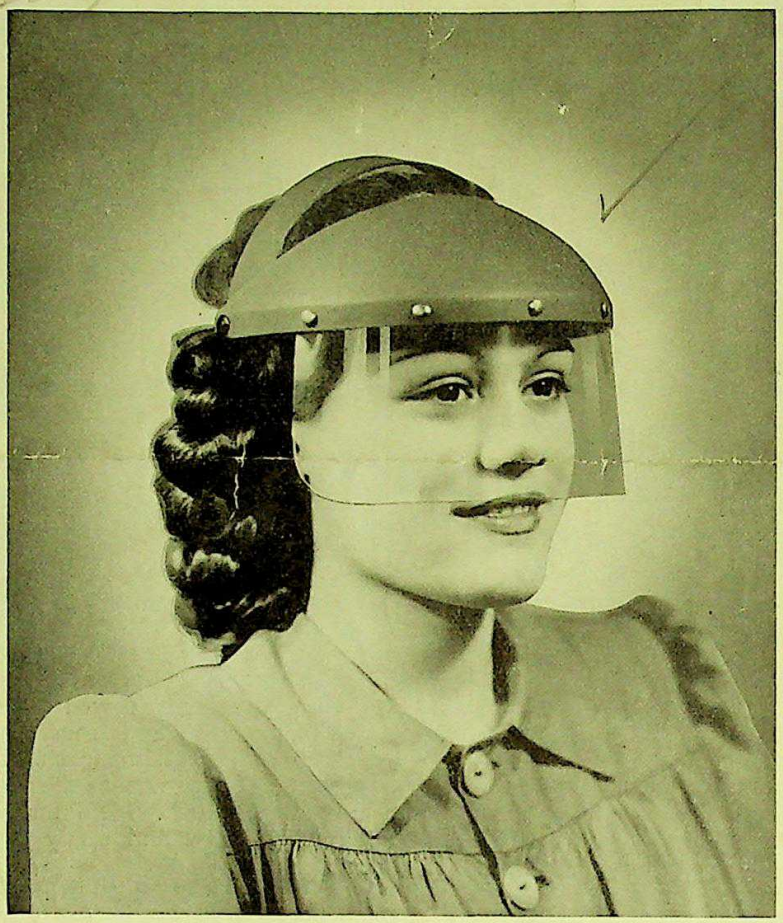
In addition, there is an initial charge of $4.00 for printing die regardless of quantity, unless you furnish your own zinc.

p. 1

p. 2

XD 3/15.3 other hats
PATENT OFFICE
JUN 28 1943

WOMEN IN INDUSTRY



No. 9

Fibre quarter-dome provides some hair protection for women during drill press or other machine operations. Front may be moved forward or back — either to hug the face or give extra clearance for glasses or goggles. Also gives added ventilation needed on certain jobs.

1. Replaceable fronts — clear, green, or amber.
2. Flexible elastic brow-band.
3. Choice of leather or sponge sweat band.
4. Light weight and popular with women wearers.
5. Can be worn with or without glasses.

PRICES

No. 8 with Leather Sweatband—10″ x 5″ clear, green or amber front	$1.75
No. 8 with Sponge Sweatband—10″ x 5″ clear, green or amber front	1.65
No. 9 with Leather Sweatband—10″ x 4″ clear, green or amber front	2.00
No. 9 with Sponge Sweatband—10″ x 4″ clear, green or amber front	1.90
For longer fronts, for each extra inch add	.05
Metal Binding on No. 8 or No. 9 (4″ and 5″ only) add	.25
Fabricoid Binding on No. 8 or No. 9 (any size) add	.15
Extra Fronts for No. 8 or No. 9 clear, green or amber	
Unbound (4″ and 5″ sizes only)	.25
Fabricoid bound (any size)	.40
Metal bound (4″ and 5″ sizes only)	.50
Extra length fronts, add per inch	.05

10% discount on 12 or more of 1 item

No. 8

Has open top for use on jobs where extra hair protection is provided by Hairgards. Can be tipped back out of the way when not in use.

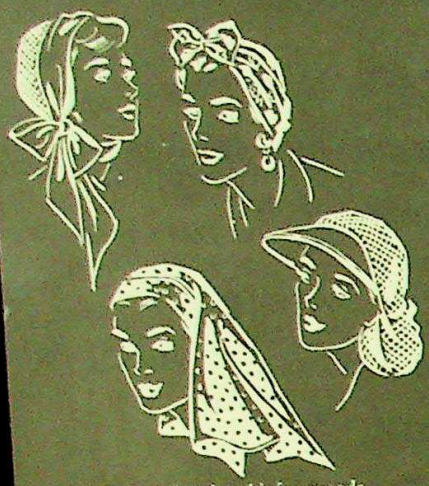
Makers of STASAFE Products

STANDARD SAFETY EQUIPMENT CO.

232 West Ontario St.

NEWARK, N. J. — CHICAGO—ILLINOIS — CLEVELAND, O.

Notion & Novelty Rev. NO. DATE PAGES 13, 41, 65, 63, 64, 66, 106, 148, XD 2/245



Decorative kerchiefs, snoods, etc., for beach color

Kerchiefs
Beach Hats

Ear Protection:

Ear plugs
Swim caps

Fun, Comfort and Glamour:

Water Wings
Water Toys
Beach rolls, pillows, seats
Back Rests
Bust pads of foam rubber
Rubber girdles

2. Know How to Combine Colors and Fabrics. Customers are learning to coordinate everything they wear—even at the beach! It is easier to blend colors at the counter than to try to remember the wanted shade if the customer has to return to the store to match an item.

Suggest the Following:

- Colors that will match, blend, or contrast well.
- Fabrics of like or similar texture. For example—straw sandals to harmonize with a straw beach bag and straw sun hat; terry cloth scuffs paired off with a terry stole and bag.
- Repetition of the same design on various accessories. For example the same print used for clogs repeated in a scarf or beach bag.

3. Know the Usefulness and Convenience Offered by Each Item. Check the bags in your stock for *new ideas and useful details.* Call your customer's attention to the different materials: sail cloth, canvas, satin, terry, straw, crash, plastic, duck.

Point Out the Features

- New colors
- Printed or woven designs
- Adjustable shoulder straps
- Roomy interiors
- Waterproofing
- Light in weight
- Novel fastenings

Invite her to examine the bags you are showing to see these features for herself.

Suggest More Than One Bag for her Needs

Waterproof bag for wet bathing articles: swim suit, cap, towels, swim shoes.

Carry-all bag for hats, scarfs, shoes, magazines and books, toys, beach rolls, inflatable chairs.

Beach handbag for personal items: cosmetics, sunglasses, change purse, cigarettes, suntan lotion, hair pins.

Insulated bags to keep food and drinks hot or cold.

Eye Protection

Most people need some kind of eye protection if they are going to be exposed to the rays of the sun for hours at a time. Eye shades, hats with sun visors, beach hats with broad brims, and sunglasses are necessary beach items.

Sunglasses serve many purposes. Most important, they protect the eyes from the glare of the sun, and help prevent squinting. They do, however, add an intriguing fashion note! Sunglasses with frames brightly colored, jeweled, or with printed designs offer a host of possibilities to complement sports and beach customes.

Suggest that your customer try on several pairs to find the type that is most suitable to the size and shape of her face.

Sell more than one pair to a customer. It is a convenience to keep a spare pair of sunglasses in a beach bag or car pocket permanently.

Fashion-conscious women like different colors and shapes for different outfits. Suggest an additional pair, or a pair for another member of the family—and watch your sales volume grow!

How to Care for Sunglasses

Scratches on the lenses of sun glasses interfere with vision and destroy their usefulness. Tell your customer—

Never to carry sun glasses in purse or pocket without the protection of a case.

Never to set them down with the lenses touching the table or other surface. Demonstrate the right way to put glasses down: resting on the upper rim and supported by the upper part of the partly-extended ear-pieces.

Special Sun Glasses and Swim Goggles

Clip-on lenses are for people who wear corrective glasses. The sun glass is lightweight and fastens to the rim of the corrective lens.

Brown lenses are for people who need protection from glare even on grey or windy days.

Swim goggles are for wear in the water to protect the eye from irritation.

For Extra Sales

Eye glass cleaners: Special liquids, and special tissues make it easier to keep lenses spotless; they help avoid streaks and lint on the lens.

Spectacle bands allow sun glasses to dangle from the neck, so that they won't get lost or scratched when not in use.

Foot Protection

Most beach, swim, and shower shoes are attractive enough to be bought on sight. Each one, however, serves a definite purpose. When a customer comes in to buy beach shoes, show her bathing slippers and shower slippers or clogs as well. Explain that all are needed for full protection.

Swim Slippers and Rubber Socks protect the feet from pebbles, shells, infections and other hazards in the water. They are especially important for children.

Point out any outstanding features, such as: comfort, durability, flexibility, etc.

Shower Slippers and Clogs protect the feet from infections in the shower. Some are made of plastic; others of wood; and others of rubber.

Beach Shoes complete the beach and sports costume and are comfortable for strolling on the board-

(Directory Issue)

New!

AND REVOLUTIONARY

DURACRAFT PROCESS on BASKETBALL SHIRTS

Most Elaborate Designs and Lettering Processed Directly on Shirt

Duracraft—an entirely new process—answers your lettering problems. Provides emblems and lettering with a plushy effect similar to fine felt but more lustrous. PROCESSED DIRECTLY ON THE SHIRT. Any elaborate design, any amount of letters, any size and style, single or two-tone effects, now at one flat price, for shirt COMPLETE with emblem and lettering. Can be laundered.

All you need to book team orders is one sample shirt. We deliver completed job in 7 days. Our regular No. 79 fast, solid color durene basketball shirt, with any design front, $1.05 each; same, plus six-inch numbers on back, $1.20 each. Prices include Federal tax and art work.

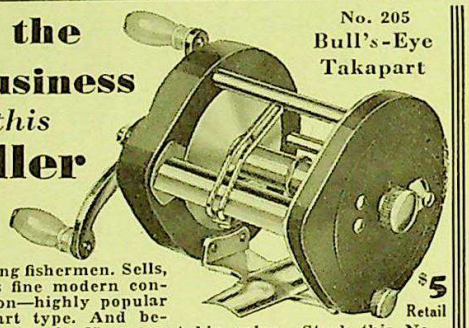
Here is the Merchandising Plan:

(1) We carry your stock—delivery 7 days
(2) You take team orders from sample
(3) ORDER AN ATTRACTIVE SAMPLE NOW

WRITE FOR INFORMATION ON DURACRAFT PROCESSING DESIGNS WITH BOWLING SHIRTS. Also, separate Duracraft emblems.

DURACRAFT KNITWEAR CO.
78 Saint Paul Street ∴ ROCHESTER, N. Y.

Get the Gift Business *with this* **$5 Seller**



IT SELLS because its name — Meisselbach — has countless strong friends among fishermen. Sells, too, because of its fine modern construction and action—highly popular level wind takapart type. And because it is priced at only $5—a great big value. Stock this No. 205 Bull's-Eye Takapart for lively holiday gift business! Order now through your Jobber. For full information about our 1936 line write A. F. Meisselbach Division of The General Industries Co., 3535 Taylor St., Elyria, Ohio.

Meisselbach
FISHING REELS

BURR KEY BILT

THE *KEY* TO BETTER GOLF

Year after year, more and more golfers look to the "Allied" and "Burr-Key Bilt" trade marks as the key to better golf. Concentrate on these fast-selling lines of preferred clubs. They offer YOU the key to greater sales!

Allied

ALLIED GOLF CORP.
4538 Fullerton Avenue Chicago, Illinois

'Ske-Doggle' Cap Useful for Winter Sports

Taking a cue from the caps worn by Norwegian ski contestants visiting this country to participate in ski events last year, Charles S. Merton & Company, East Rutherford, N. J., designers and makers of sports clothing, have introduced a new cloth cap for general winter sports wear, called the "Ske-Doggle." This cap is designed for wear by men and older youths, and also as a boy's class cap for the northerly states where warmth is a consideration. Because of its newness and novelty, the Ske-Doggle is an excellent item for sporting goods stores and departments to feature this fall and winter, points out the manufacturer. It has a practical peak, a crown that will cling to the head in the strongest gale, plus a warm inner lining and inband that takes care of the entire back of the neck and the ears. To offer further protection to the wearer, it is proofed against snow and rain by the new "Neva-Wet" process. The Ske-Doggle is not only practical for skiing, but also is desirable for general outdoor wear during the cold months. It comes in various attractive colors and combinations, including solid red, to be worn by hunters.

ST. PAUL SPORTS WRITER BOOSTS SOFTBALL.

Another boost was given to softball recently when Ed. L. Shave, sports editor of the St. Paul Daily News, commented editorially upon the sport, it is reported by Harry S. Berman, president of the Berman Sporting Goods Company, 92 East Seventh street, St. Paul, Minn.

"Softball is a recreation game," wrote Shave. "It is being played by hundreds of thousands throughout the United States. It has more players than any one other sport. It is estimated, for example, in St. Louis that over 25,000 play the game. Indianapolis, I understand, has over 10,000 players. St. Paul has about that number and so on for nearly every city in the United States.

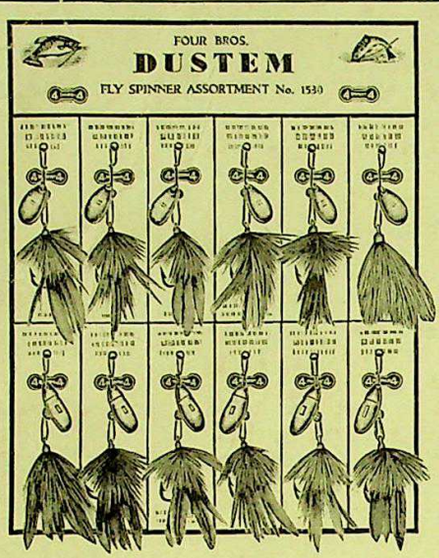
"Softball is not and never will be a real foe of baseball. Softball is not spectacular, it provides but few thrills, but it does fill a large spot in municipal athletics. It has not only come to stay, but to grow. If softball continues for ten more years its rapid growth of the past ten years it will have far more players and followers than nearly all of the other summer sports added together."

OFFERS SELLING HELPS FOR MODEL PLANES.

"Dealers who now have a model airplane department, or are considering starting one, may be interested to learn that a new set of five posters, 15 inches wide, and two banners, 29 inches wide, are now available without cost to dealers who will write in directly to our offices at 1866 West Fifty-seventh street, Cleveland, O.," reports the Cleveland Model & Supply Company. This is the first completed set of an extensive series of "store trims" and sales assistance now under way by this concern.

The larger posters, entitled 'Cleveland Modelmaking Methods," are a complete cartoon version of suggestions for building fine model airplanes, such as Cleveland's, giving prospective purchasers tips on how the models are made, first by fitting onto the drawing, then how to trim them before covering, the meaning of filling in, covering, doping, making moveable control surfaces, how to do perfect striping and color separating."

'Dustem' Lure Now Offered in Trout Sizes



THE Pflueger "Dustem" spinner assortment, heretofore offered in bass size only, is now supplied in a trout size carried under Stock No. 1531, it is reported by the Enterprise Mfg. Company. The assortment is composed of the well-known Pflueger "Indiana" and "June Bug" spinners with streamer flies in assorted patterns.

"DERBIES" FOSTERING ROLLER SKATING INTEREST.

Robert Ware, Chicago Roller Skate Company, Chicago, is enthusiastic over the success of the Transcontinental Roller Skate Derby, which drew thousands of spectators to the Coliseum at Chicago last month. In this novel competition, Mr. Ware sees the possibilities of arousing a great deal of increased interest in the sport of roller skating, with resulting definite benefit to dealers selling roller skates.

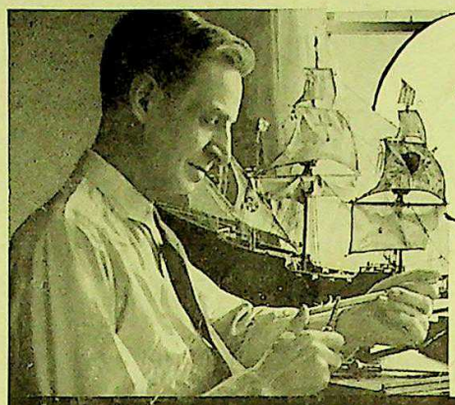
Inasmuch as the 'Derby" was scheduled to go to Kansas City late in September and may perhaps reach other parts of the United States, dealers will be intersted to learn that the teams skate the equivalent of the distance from New York to Los Angeles and to the San Diego Fair. A huge map in one end of the Coliseum, dotted with green lights, gave the position of the skaters. The boy and girl teams were required to skate 100 miles a day as a minimum. There were, of course, the usual sprints and jams that enliven bike and other indoor races.

So interested in the roller skate sport is Mr. Ware that he suggested to rink men and dealers in the Kansas City area that they sponsor trials to select entries in the Kansas City event. Incidentally, he is quite happy about the fact that nine of the 21 skaters remaining the middle of September—the fellows who are hanging up the cash prizes for sprints and jams—were equipped with "Chicago" roller skates and were showing their heels to the field. So sold is the Derby promoter on the Chicago product that he is reported to have expressed the intention of purchasing them for the entire field at Kansas City.

LOVELL MAKING FIELD HOCKEY STICKS.

The Lovell Mfg. Company, Erie, Pa., reports that it has added built-up and laminated cane handle field hockey sticks to its line of sporting goods.

"Lovell field hockey sticks will have the same selection of choice materials and expert workmanship which have characterized the steady growth of prestige for Lovell and 'Wan Gard' ice hockey sticks," says the company. "The nationally approved center-drive bulger head is the basis of design on all heads, and the new sticks are made in accordance with the American-English Women's Amateur Hockey Association."



Capt. E. Armitage McCann, one of the best-known ship model builders in the world.

IT TAKES A GOOD KNIFE TO STAND UP UNDER THE STRAIN OF MODEL BUILDING

A PROFESSIONAL model-builder demands a lot of a knife, and there are very few knives that Captain McCann can use. Remington is one of them. He has used Remingtons for many years, and he developed his famous "all-whittled model" with a Remington.

When men who know knives as well as Captain McCann use Remingtons, you KNOW they must be good. Why not put in a stock—today? You'll find they sell fast. Remington Arms Co., Inc., Cutlery Division, Dept. H-12, Bridgeport, Conn.

Remington

DU PONT

100-A, a heavy-duty knife that can "take the bumps."

For the Gift Season.. For Southern Fishing..

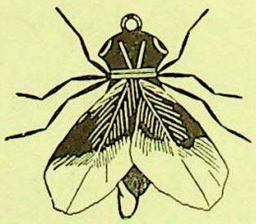
ASHAWAY

Sport Fishing Lines

KEEPING fall and winter fishing tackle profits coming in is just one of the things this appealing Ashaway merchandise does for you. You'll find it strong at loosening customers' purse-strings—a fine starting spark plug for buying enthusiasm. The multi-color, self-measuring feature that makes Ashaway Sport Lines so attractive gets attention. All these lines will go big for Christmas and all Southern fishing. Stock up now through your regular jobber. For latest catalog-folders write
Ashaway Line & Twine Mfg. Co.,
Box 550, Ashaway, Rhode Island.

The cellophane-protected cylinder pack, displaying the entire ten-color range gives Ashaway Sea Sport and Bait Sport Lines spectacular display value.

PECK'S LURES Established Leadership



The New Peck's Horse Fly

Which continually pays profits all season to the host of Dealers selling Peck's Bass Bugs, Feather Minnows of all Types, and Hair Flies for Bass, Pike, Trout, Land-locked salmon and all kinds of pan fish.

Write at once for catalog of Peck's lures

E. H. PECKINPAUGH CO.
CHATTANOOGA TENN.

NOTION & NOVELTY REVIEW 5-1936
XD2-247

THE FASTEST SELLING GOOD BAG IN U. S. A.

4 ★★★★ HERMETITE

★ AL-LON

★ ZIPPER
GARMENT BAG
Registered Trade Mark

★ HERMETITE

★ OP-N-DOR

(Trade Marks Reg. - Features Pat.)

★★★★ HERMETITE CLOTH is Hermetically Sealed, Dustproof, Waterproof, Stainproof, Mothproof.

Can be Washed While Hanging in Closet

The Final Word in Clothes Protection. Equipped with Patented One-Piece, Non-Tilting, Re-inforced Frame and

GUARANTEED FOR 3 YEARS

IT IS NOT A ZIPPER Garment Bag
UNLESS IT IS AN AL-LON

MADE BY
AL-LON MANUFACTURING CO., INC.
BALTIMORE, MD.

Patent No. 1638945

Copyright—Al-lon Mfg. Co., Inc.

Fashion • STEPS OUT UNDER THE SUN

The smart sportswoman who has a yen for tennis, golf and other out-in-the-open activities will bedeck herself in these saucy sun hats this summer. They are sporting little top-pieces of outdoor toggery . . . sleek and smart. The most thrilling swagger styles that have hit this jaded old land in many summers.

• THE DEBUTANTE

Made of pique in white and pastel shades, with concealed size adjuster.

• THE COQUETTE

In white and pastel pique with pyralin visor and concealed size adjuster.

• THE CHAPEAU

Made in white and pastel shades of pique. Made in small, medium and large sizes.

These popular models, retailing at 50 cents, are being featured in the leading shops and department stores from Fifth Avenue to the Golden Gate . . . they are the vogue for '36. Each hat is wrapped in cellophane with attractive cardboard backing to keep them fresh and spotless until worn.

Photographic Display Cards furnished without charge. Write for details and samples.

THE *Brearley* CO.

ROCKFORD, ILLINOIS

RETURN TO
DESIGN DIV.

RETURN TO
DESIGN DIV.

3/15.36

RETURN TO
DESIGN DIV.

Notion & Novelty
Review
May-1936
P.13

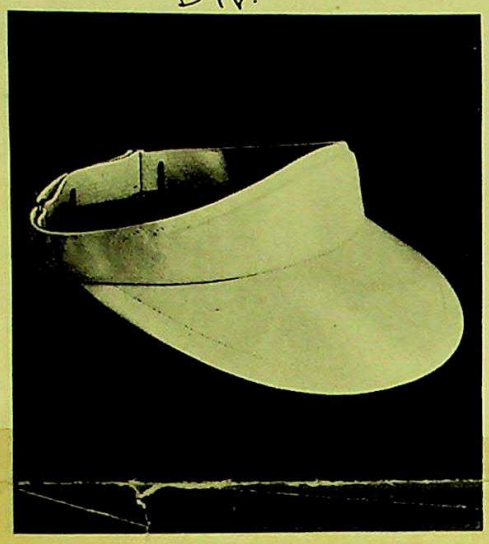
RETURN TO
DESIGN DIV.

D2/247

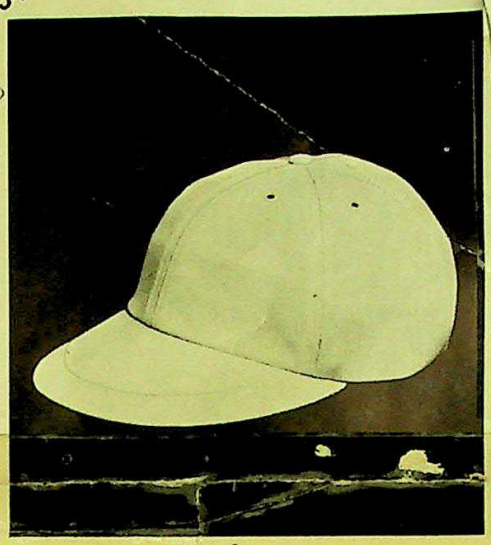
AMERICA'S Sunshine HEADWEAR

Design Div.

Patent Off.
MAR 3 1943
Design D



ALL STYLES on this page except No. 395, "Forest Hills" are equipped with size adjusters. "Forest Hills" is made in four sizes . . . small, medium, large and extra large. All numbers are packed one dozen to the box, assorted or solid colors. "Forest Hills" packed in assorted sizes.



Wimbledon

No. 475 (ABOVE)

The perfected tennis visor worn by the stars. Made of white Sanforized twill with padded forehead shield. Visor is underlined with green material to shade the eyes and dispel reflections. Adjustable elastic back assures a perfect fit. Practical for badminton, golf and other sports as well as tennis. Worn by both men and women. Free Display Card.

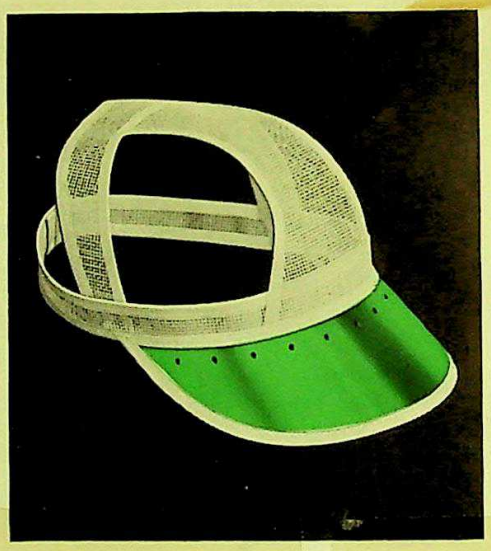
AT RETAIL 50¢

Forest Hills

No. 395 (ABOVE)

A smartly tailored tennis cap made of Sanforized gabardine. Equipped with a felt sweat band . . . white cap only has green lining under the visor to dissipate reflections. Suitable for practically all sports in addition to tennis. Worn by many tennis stars . . . both men and women. Colors: white, tan.

AT RETAIL 65¢



Ace

No. 670 (BELOW)

A one-strap visor . . . a standard syle worn year after year by countless thousands. All mesh material with solid edging . . . ventilating eyelets in upper portion of eyeshade. Made in white or tan mesh with green transparent pyralin visor. A light, airy visor suitable for work or sports wear. Also a great favorite with shop workers. Size adjustment for all head sizes.

AT RETAIL 25¢

Spray

No. 570 (BELOW)

A six-strap visor . . . a style preferred by many because its spray of straps hold the hair in place and at the same time allow a free circulation of air. All mesh material with green transparent pyralin visor. Made in two colors . . . white or tan. Size adjuster in back.

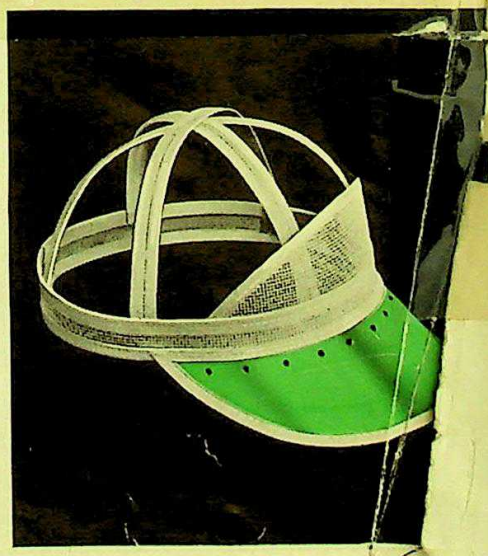
AT RETAIL 30¢

Aerdome

No. 560 (ABOVE)

A new streamlined model that is both cap and visor. Visor, made of pyralin with band, forehead shield and overstrap of mesh material. Gives complete air circulation yet holds hair in place perfectly. Made in two color combinations . . . white or tan net with green pyralin. Size adjuster in back. Packed one dozen to box, assorted or solid color.

AT RETAIL 25¢



DESIGN DIVISION

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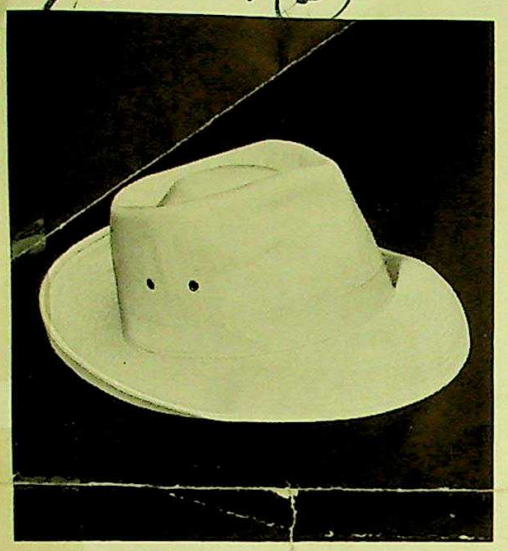
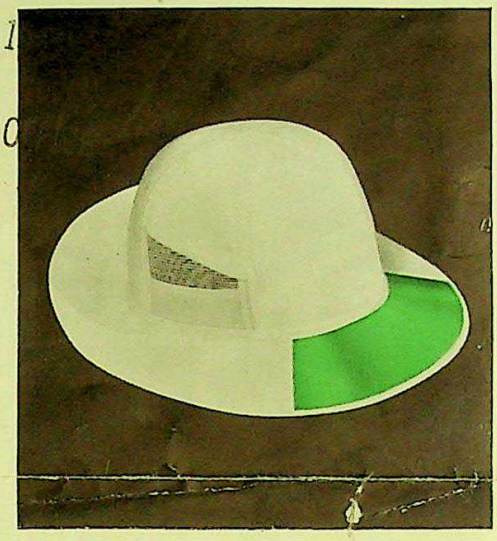
AMERICA'S Sunshine HEADWEAR

LIBRARY



THE COOLEST toppers under the sun . . . refreshingly new, smart models for men, women and children. The Brearley Line for 1943 is herewith illustrated, but only the headwear itself can reveal its true worth.

There are styles for work, for play, for every day . . . each and every model suited for many summer activities.



King Congo

No. 2900 (ABOVE)

The first choice of sportsmen . . . smartly tailored in top quality light weight water repellent material . . . and steam blocked to the latest fashionable shape. Flexible multi-stitched brim readily adjustable to the whims of the wearer. Made in light tan only . . . sizes, 6⅞ to 7½. Packed one half dozen to the box . . . assorted or solid sizes.

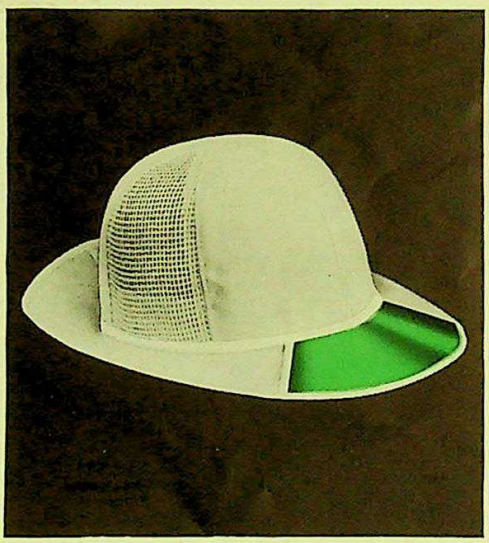
AT RETAIL $1.50

Bengal

No. 1500 (BELOW)

A popular light weight Sunhat in white duck with transparent green pyralin insert in front brim. Soft, flexible and very comfortable to wear. A quick seller because of its good quality and extremely low price. Made in small, medium, large and extra large sizes. Packed one dozen to the box . . . assorted sizes.

AT RETAIL 35¢



Congo

No. 1300 (ABOVE)

America's favorite Sunhat . . . cool, comfortable, inexpensive. Made of fine white or tan duck material . . . well tailored and steam blocked. Has the nationally famous transparent green pyralin eye-shade insert in front brim. Airstream side ventilators. Made in small, medium, large and extra large sizes. One dozen to the box, assorted sizes . . . assorted or solid colors.

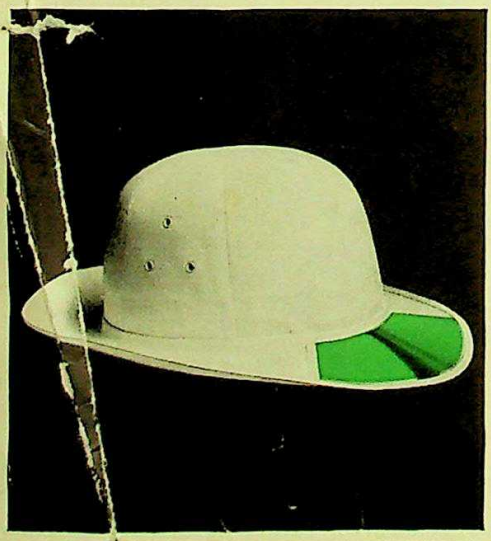
AT RETAIL 65¢

Victory

No. 580 (BELOW)

A new 1943 smash hit model made with a net mesh with "V" front and a pyralin visor. Retains shape in wet or dry weather . . . also holds hair in place yet gives complete air circulation. Made in two color combinations . . . white or tan with green pyralin. Size adjuster assures a perfect fit.

AT RETAIL 25¢



Congo

No. 1200 (ABOVE)

Low in price, yet a good practical Sunhat with transparent green pyralin eyeshade in front brim and large mesh ventilators on the sides. A featherweight hat that is unusually cool and comfortable . . . and a great value. Made of white or tan duck in small, medium, large and extra large sizes. Packed one dozen to the box . . . assorted sizes.

AT RETAIL 50¢

Why Under The Sun Don't You Wear One!

Life 11-18-46
XD2-249
XD 3/15/52
Life 11-18-46 p141

XD2-249

It's the Rage for her Age

This gay beret is one of many exciting new styles by Eagleknit. They're knit to fit and hold their shape. Made of 100%-pure wool—and surprisingly inexpensive. If you have difficulty finding the style you want, write us. Eagle Knitting Mills, Milwaukee.

EAGLEKNIT

CAPS FOR KIDS OF ALL AGES

Life 10/6/47

3/15.2

HARPERS BAZAAR 2-1952 P.149

XD2-249

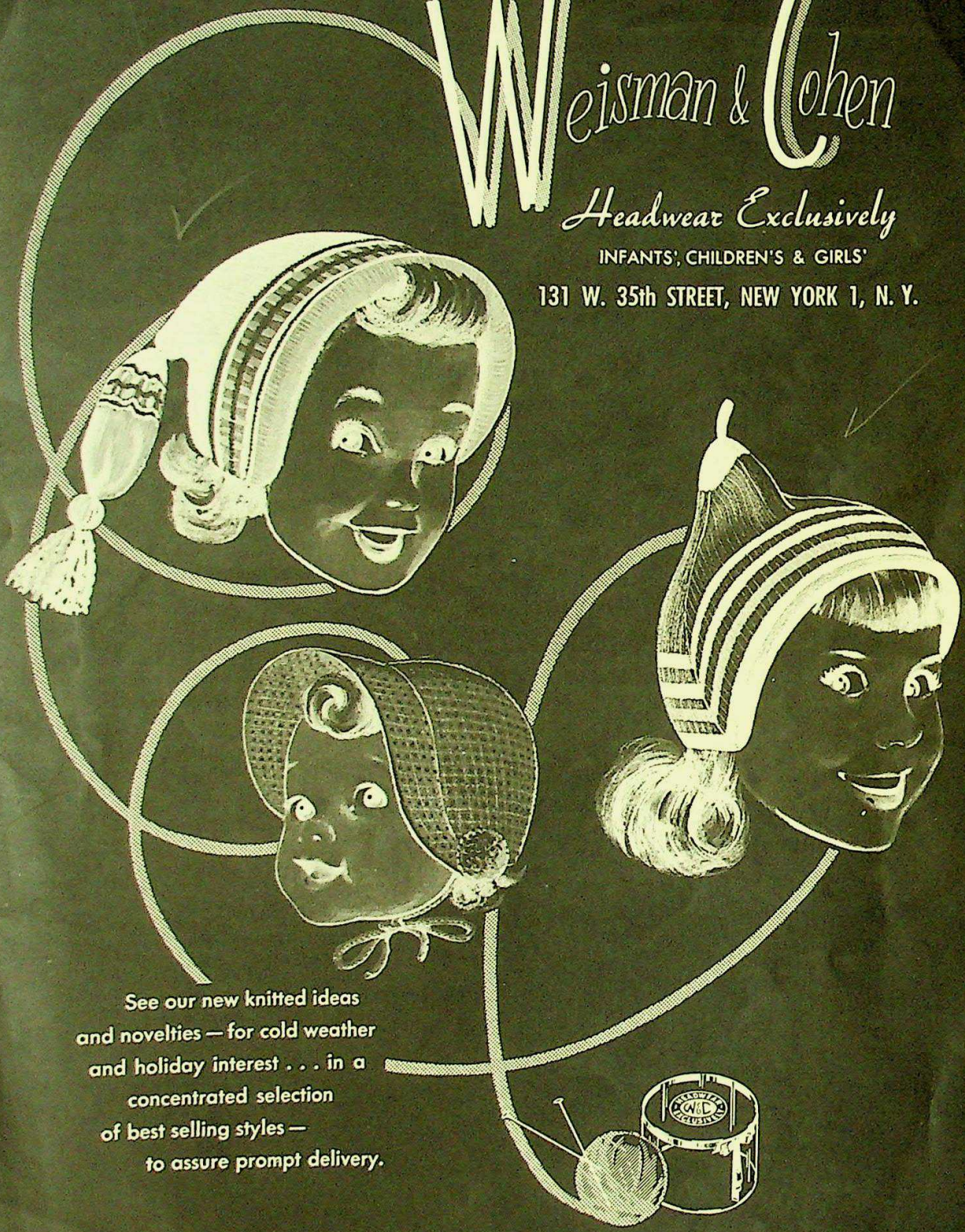
XD2-249

Weisman & Cohen

Headwear Exclusively

INFANTS', CHILDREN'S & GIRLS'

131 W. 35th STREET, NEW YORK 1, N. Y.



See our new knitted ideas
and novelties — for cold weather
and holiday interest . . . in a
concentrated selection
of best selling styles —
to assure prompt delivery.

1154

XD2-249

when winter comes...

it's

Cinderella knit-knacks®

clip caps · ear warmers · fast caps · head snuggers · scarfs ·

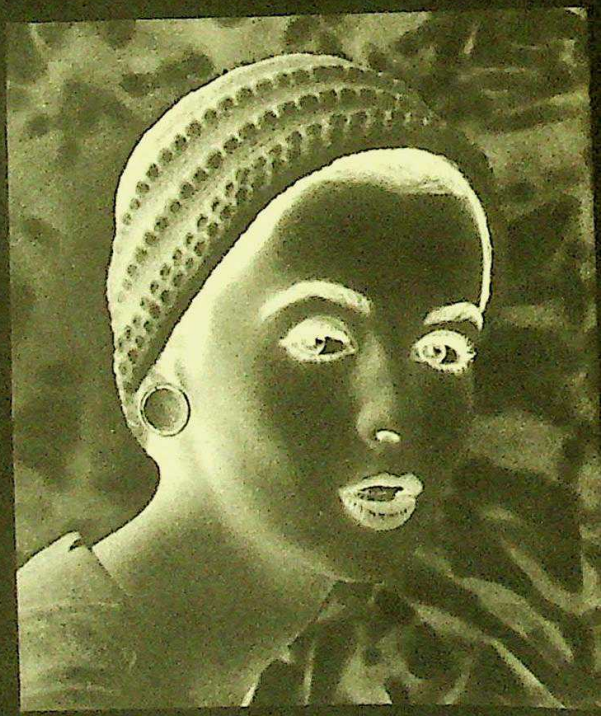
XDZ-249

Vogue Pattern Book Feb-Mar '58

2 Three tones of one colour and an unusual stitch for the brim give this cloche colour and texture.

3 As young as springtime, a cloche all in single crochet, to wear unadorned or trim with ribbon.

4 Two colours (perhaps navy and white) and the popcorn stitch for this cloche with upturned brim.



5 A cross between a cloche and deep cap (there is really no brim to wear with hair tucked in

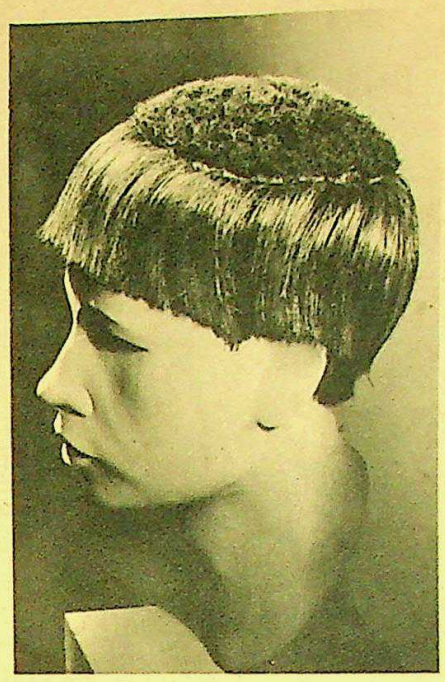
XD 3/15 N.Y. Times Mag. Sect. 11-30-47

'From the Neck Up'

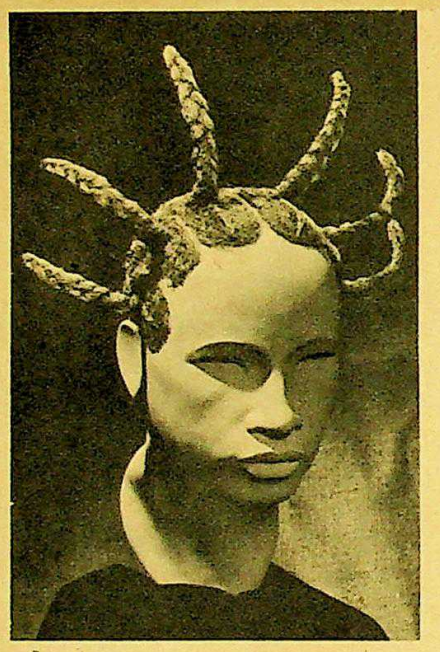
In New York or in the African bush, men and women have the same urge to adorn themselves "from the neck up." That is the title of an unusual exhibit opening this Tuesday at the American Museum of Natural History. Primitive fashions in facial and head decoration will be shown side by side with the latest ideas of Manhattan stylists. The designs and materials used by primitive peoples differ greatly from those of the civilized world, but some of the results, as displayed on this page, might almost pass muster on Fifth Avenue.

Elegant fox-skin cap, with eye-shade of embroidered sealskin, fashioned by Angmagssalik Eskimos of Greenland.

Highly ornamental bridal head-dress from China, intricately decorated with gilt, bronze and king-fisher feathers.

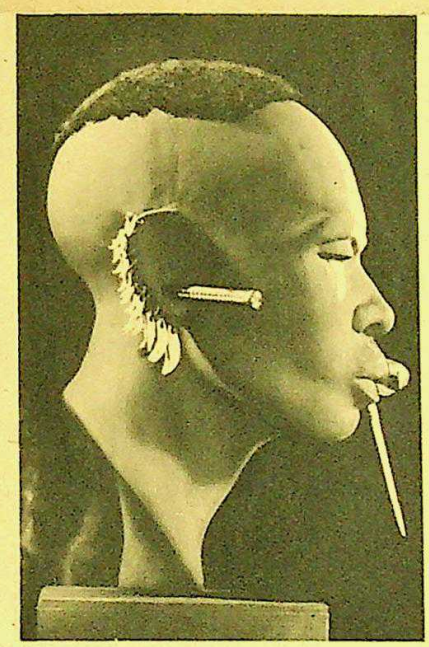


The Koryak (Siberian) male clips the top hair short, lets the sides grow to get this bangs and pin-cushion effect.



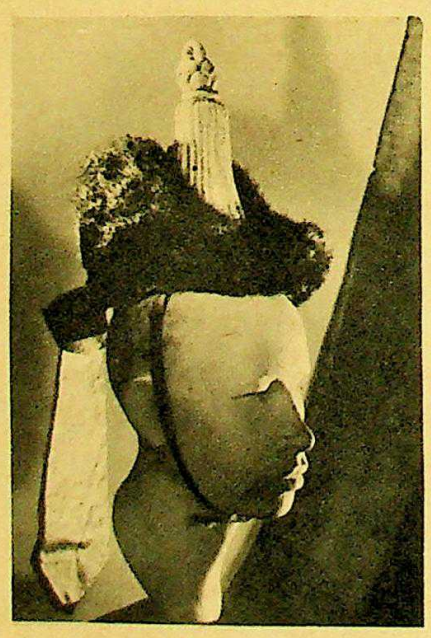
Medusa-like hair-do of a native girl from the African Congo. The hair is braided and then stiffened with mud.

Not a hair-drier, but a modish rattan creation worn by the Ilokano tribe of northern Luzon in the Philippines.

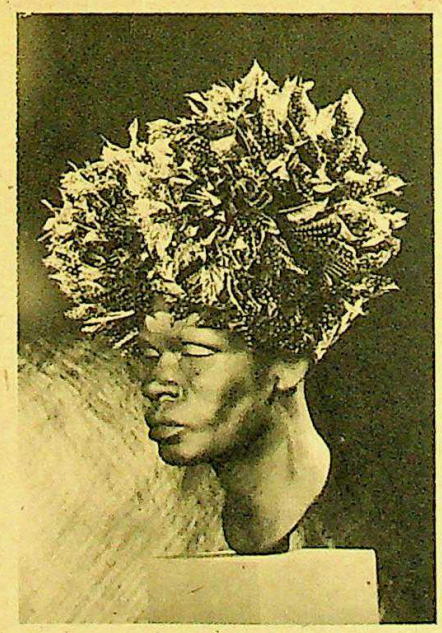


Congo natives pierce ears and lips to wear these ornaments. Decorations along edge of ear are animal teeth.

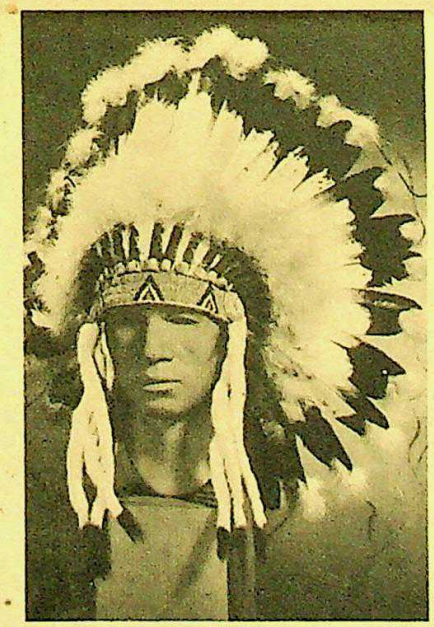
This distinctive hood of colored leather applique and pierced fur is tops with the fashionable Siberian woman.



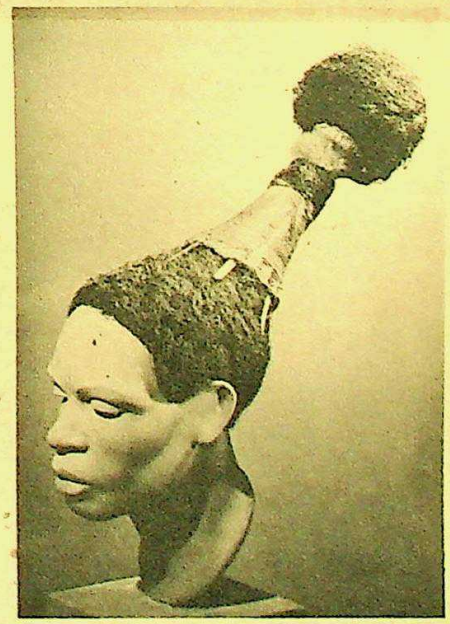
Man's fur and silk hat from Mongolia, worn with shaven head by princes to indicate both their tribe and rank.



A basket base, decorated with feather pompoms, provides this impressive headgear for the Azandi of Africa.



Modern version of a western plains Indian war bonnet, originally worn only by the bravest of the braves.



Really upswept is this feather-duster hair-do of a New Guinea native. The hair is pulled through a wicker funnel.

PIPE AND SLIPPERS PLEASE—

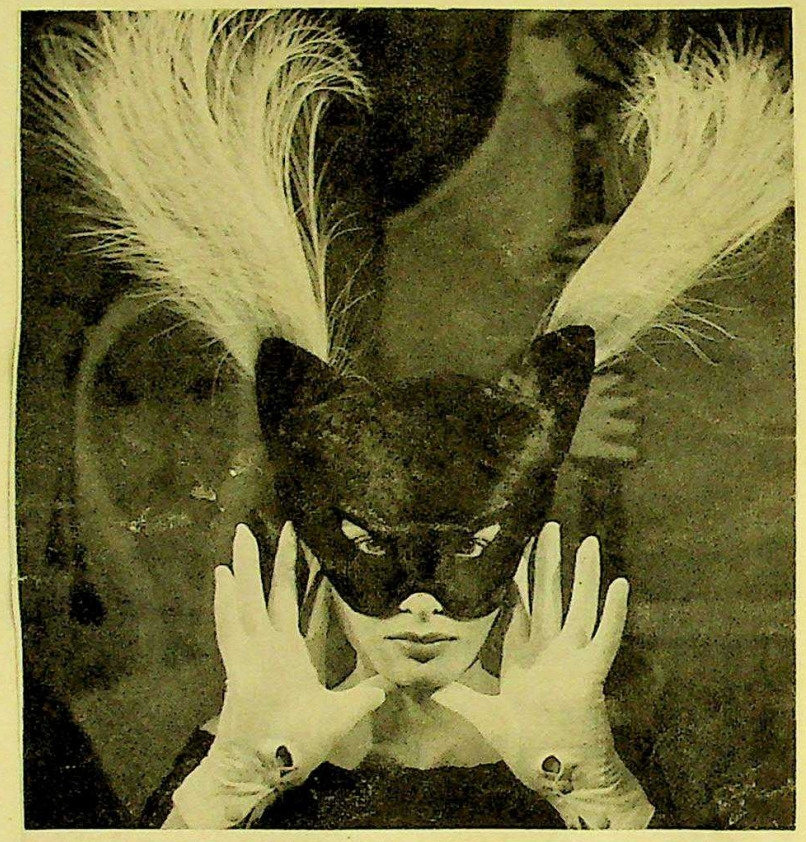
—and a handsome new robe tailored by Royal of Celanese* Moire of synthetic yarn! This fine fabric won't split or crack, is easily cleaned. All robes are lined with Celanese Satin of synthetic yarn . . . come in navy, wine, forest green and brown. In a full range of suit sizes for perfect fit. Put at least one down for your Christmas gift list today! At better stores throughout the country, approximately $25.00.

Celanese Corporation of America, 180 Madison Avenue, New York 16.

Celanese Fabrics of Synthetic Yarn*

*Reg. U. S. Pat. Off.

K120
2-12-51
LIFE
7D 2/25



BEAST OF "BEAUTY AND THE BEAST" LOOKS BEAUTIFUL IN VELVET MASK

BIRD MASK IS DECORATED WITH COLORED FEATHERS AND MOONSTONES

MEDUSA COSTUME IS TOPPED BY A HEADDRESS OF SNAKY CHENILLE HAIR

XD 2/250

GLAMOR QUEEN examines costume in mirror before turning to photographers waiting with cameras ready.

RETURN TO
DESIGN DIV.

XO 2/350

GILDING THE STRAW—California crazy hats are a form of fashion madness that prove real fun for the wearer and the onlooker. This gilded straw has fish net and pearl droplets and chiffon for a chic mermaid look. There's a matching handbag that comes with it. At Hecht's.

FASHIONABLE SCARECROW—She's shaded from the sun in a raffia garden scene setting of a hat. The braided palm straw from the Hecht California collection of mad hats stays anchored with a rope tie.

THE EVENING STAR
Washington, D. C., Monday, July 11, 1960

IT'S THE SILLY SEASON FOR HATS

The crazier the better was the advice to the youngsters who showed up for the hat contest at Dawson Terrace Playground, 1927 Twenty-first road, Arlington. Among the more inspired ideas were these featured by Pamela Griffin and Joe Crowder.—Star Staff Photos.

XD ~~3418 2~~ [redacted]

Playthings, April, 1962

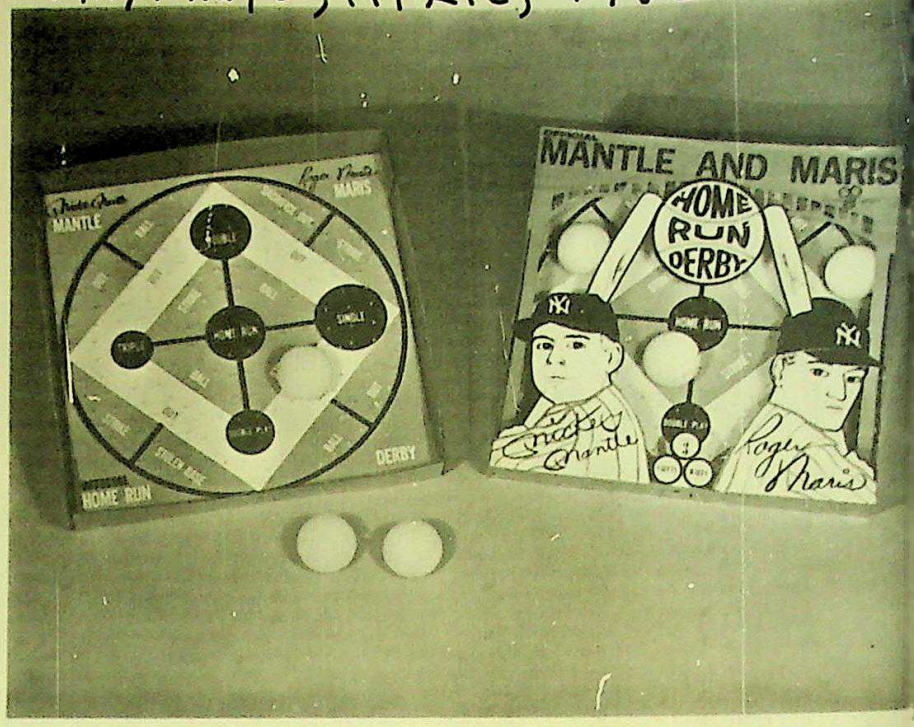
No. M & M 6262
MANTLE AND MARIS TARGET GAME

CONTENTS:
Very large 20" x 20" x 3" colorfully printed sturdy corrugated target box. 18" high impact safe plastic spoked target with score markings clearly indicated. 3—Styrofoam Balls. Easy to follow scoring instructions.

Size of Box: 20" x 20" x 3"
Standard Packing: 1 dozen to the carton
Weight: 12 lbs. to the carton

Suggested Retail: $2.00

XD2-250



MICKEY MANTLE — ROGER MARIS

The two hottest ball players in baseball, Mickey Mantle and Roger Maris, join forces with Standard Toykraft to bring you a 'home run' hitting target game. Now boys, girls and adults can all participate in the thrills of America's favorite sport right in the home. Players throw Styrofoam balls at a baseball diamond target with pointed spokes. The balls adhere to the target when hit, indicating 'strikes', 'balls', and 'hits', etc. Completely safe for children. Every baseball fan will want this game . . . in addition it will make countless new fans all over the country.

FILL IN AND MAIL THIS DIAMOND JUBILEE FORM AND RECEIVE YOUR FREE DIAMOND* TIE-TAC WITH OUR FULL-COLOR CATALOG

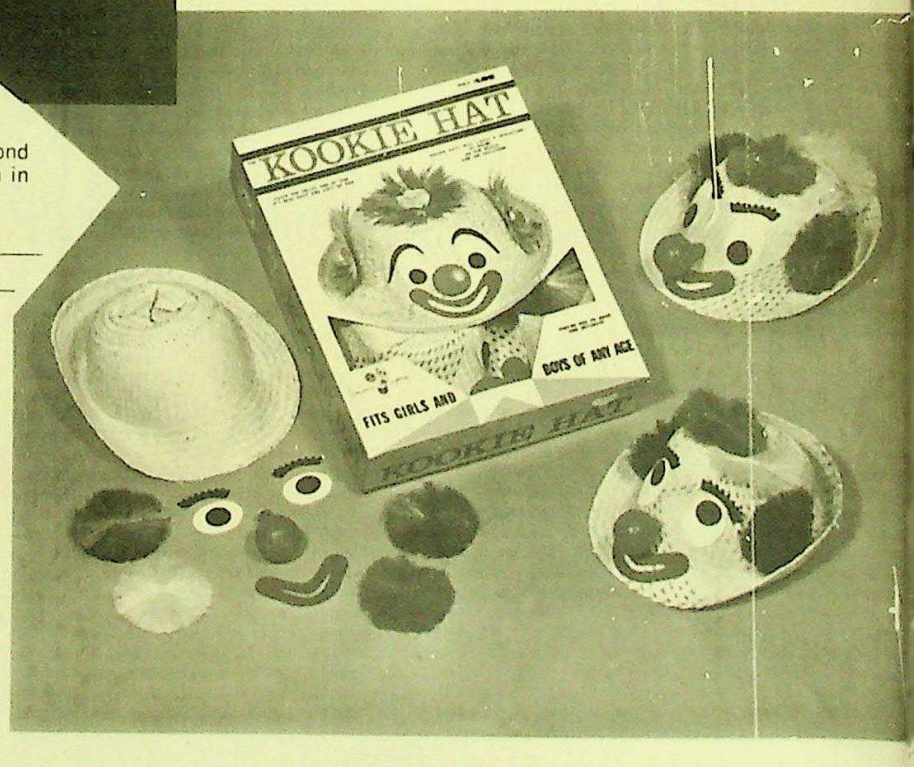
STANDARD TOYKRAFT, INC.
95 LORIMER ST. • B'KLYN 6, N. Y.

Gentlemen: Please send me your FREE Diamond Tie-Tac and Catalog in order that we may join in the celebration.

NAME _____ TITLE _____
FIRM _____
ADDRESS _____
CITY _____ ZONE _____

*Simulated

OOKIE HAT



No. 422 KOOKI

CONTENTS:
KOOKIE STRAW HAT whic and girls of any age. Large red rubber mplete set of KOOKIE felt cut-outs with spec sive backing for ready application to the KOOK. T AT. Eyes, mouth, eyebrows, felt pieces with self adhering adhesive. Complete set of colorful Sisal Pom-Poms. Needle and a card of various colored thread.

Size of Box: 12" x 15" x 2¾"
Standard Packing: 1 dozen to the carton
Weight: 14½ lbs. to the carton

Suggested Retail: $2.00

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PAGE 34

XD2-250

THE EVENING STAR
Washington, D. C.
Saturday, June 8, 1963

FASHION NOTE

The oddball hat with its own eyebrows and glasses makes its movie debut in "The Chalk Garden," now being filmed in England. Hayley Mills, who wears it in the movie, is the girl under the "Guess Who" bonnet here.—AP Wirephoto.

The Washington
Sunday Star
IN THE NATION'S CAPITAL

THIS WEEK

MAGAZINE

FRONT cover page

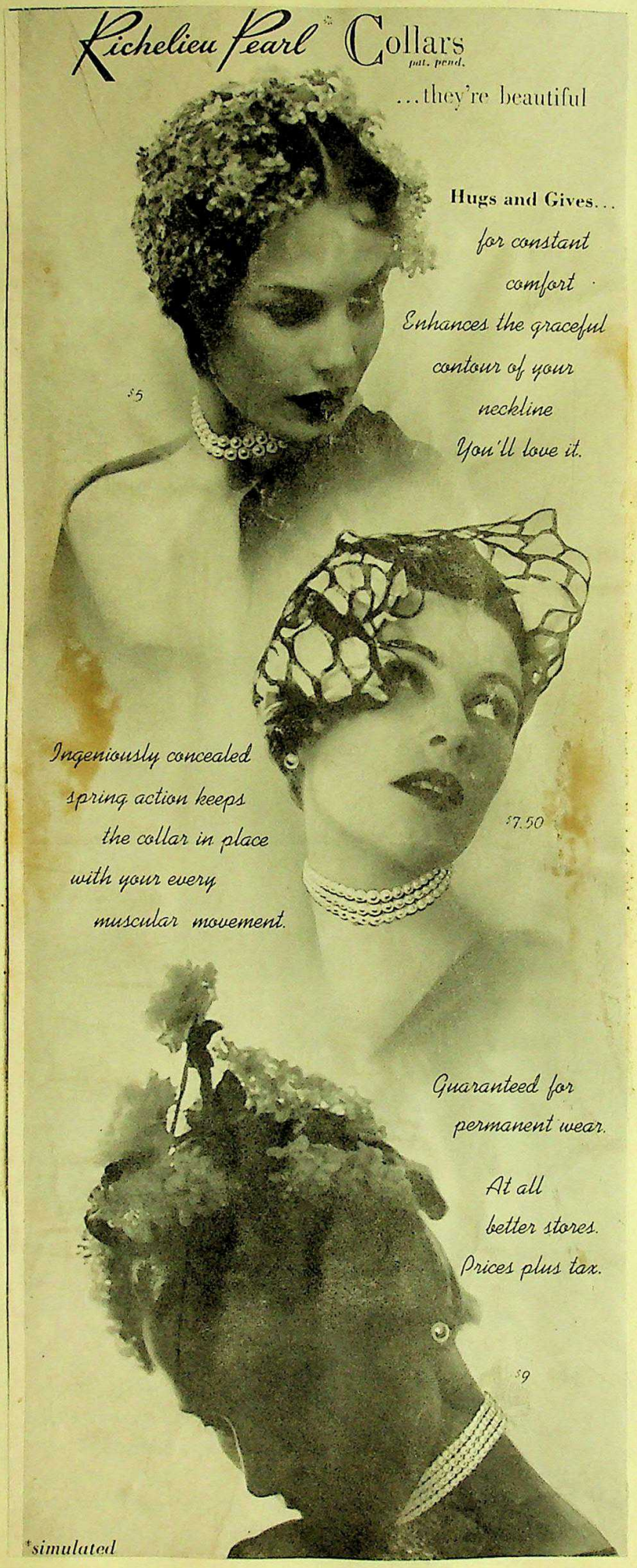
OCTOBER 30, 1966

HARPER'S BAZAAR 5-1950 P.151

XD2-251

Richelieu Pearl* Collars
pat. pend.

...they're beautiful



Hugs and Gives...
for constant comfort
Enhances the graceful contour of your neckline
You'll love it.

Ingeniously concealed spring action keeps the collar in place with your every muscular movement.

Guaranteed for permanent wear.

At all better stores.
Prices plus tax.

*simulated

Life 4-15-46 bottom of pg 81

RED STRAW AND WHITE LACE, an unusual combination, are used by Hollywood hat designer Keneth Hopkins to make a Breton-type sailor with an open crown.

SMALL SAILOR with a straight, high crown and a narrow rolled brim is made of coarse straw braid. John Frederics decorated this hat with a bright rose for spring.

CONTINUED ON NEXT PAGE

Life 4/15/46

XD2/2553

XD 2/253

XD3/15

Why miss out on comfort-in-action?

The house D

Crowles data

49 + 50

MODERN PLASTICS 2-1950 P.78

XD2-253

PLASTICS PRODUCTS

Left: Shampoo shade fabricated of Vinylite film keeps soap and water from getting in the child's eyes and thereby ends his objections to having his hair washed. The shade is made of clear, pink, blue, or yellow vinyl and has an elastic band to hold it in place. It is manufactured by I. B. Kleinert Rubber Co., 485 Fifth Ave., New York

Life 2-12-51

XD2-253

pg 67

VEIL BY MADCAPS COVERS CROWN OF HEAD WITH PETALS FOR $6 WHILE ONE BY MR. JOHN COVERS EVERYTHING BUT CROWN FOR $65

HATLESS HATS

All film and no foundation, veils are now made to hold their shapes like straw

Not so long ago a woman's hat was a hat, even though almost every one of them had a veil of some kind (LIFE, April 3, 1950). This year the usual array of straw cloches and sailors was back, covered with the usual veiling. But some of the early-blooming spring styles have gone to the logical extreme: the hat is thrown away and the veil becomes the hat. Their designers have now taken the veil as the base, stiffening and blocking it like felt so it will hold its shape without wilting. This idea originated with Lilly Daché, who specializes in head-hugging veil visors like that shown on LIFE's cover; but other hatmakers are now starting to use it in such a variety of ways that about all the new veil hats have in common is transparency. Some are blocked to sit squarely on the crown of the head. One (*next page*) completely swathes the face and neck. This of course brings up the old problem of eating, drinking or smoking behind a veil. But that difficulty appears to be solved by yet another 1951 veil: a small strip that barely screens the eyes (*next page*). The currently popular chignon gets attention in the form of flowered elasticized nets (*above*) that hold the bun of hair firmly in place. Hatmakers, understandably interested in continuing to sell hats as such, are anxiously advocating the veils only for cocktails. But some of their customers have begun wearing them with street suits. Already being made in inexpensive adaptations, the 1951 veils may well give the hat bars their best business since the untrimmed, head-hugging hat was imported from Paris in 1946.

"Life" 2-12-51

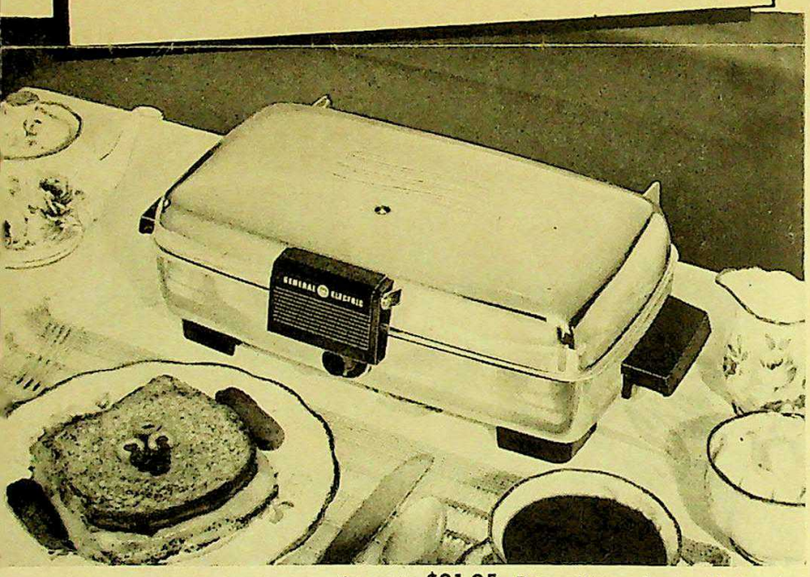
CONTINUED ON NEXT PAGE

It makes butter-brown waffles!

Insert the large aluminum waffle grids in the stunning new General Electric Combination Sandwich Grill and Waffle Iron—and in a jiffy you have *four* tempting waffles, hot and fluffy and ready to serve!

Or you remove the grids, and toast delicious sandwiches, fry bacon and eggs or even steaks—*all right at the table!*

It toasts delicious sandwiches!



Automatic, **$21.95.** *Price subject to change without notice.*

It's the beautiful new...

General Electric Combination Sandwich Grill and Waffle Iron!

IT'S FINISHED in sparkling, long-lasting chrome plate, equipped with cool, plastic handles. Its modern, graceful lines make it so easy to keep clean, too.

Automatic, a turn of the "Temperature Selector" gives you the just-right heat *quickly*. A "tell-you-when" light goes off the minute you have it.

Automatic Model illustrated (and the Standard Model at **$16.95**) comes complete with waffle *and* sandwich grids. Also a recipe booklet you'll want to use. General Electric Company, Bridgeport 2, Connecticut.

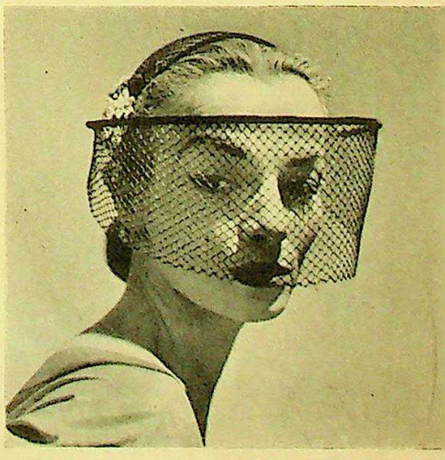
YOU CAN PUT YOUR CONFIDENCE IN . . .

GENERAL ELECTRIC

CHIGNON SNOOD that looks somewhat like a tea cozy fits snugly over bun of hair, is made of beige linen appliquéd on veiling. By John Frederics, it is $35.

"CHICKEN WIRE," a stiff, coarse veiling, is used to make a small-brimmed white cloche and face veil. Designed by Mr. John, the hat can be bought for $65.

COVERALL is by John Frederics, veils head and neck, costs $39.50. Scrap at right by Mr. John is called "Eyes of Youth." The cost is $5.50 with two hairpins.



FENCER'S MASK is by Daché, covers the top of head, bares the brow and sticks out in front of face to offer just enough leeway for smoking. It is $79.50.

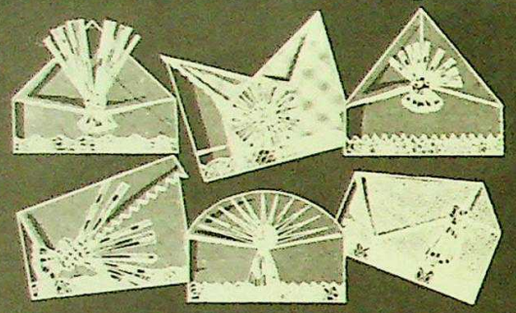
HARPERS BAZAAR 2-1952 P.99

XD2-253

PATENT OFFICE
FEB 4 1952
DESIGN DIVISION

XD 3/15 Cat. #1-49

Party Novelties



No. 826—CREPE PAPER HAT ASSORTMENT. Fine quality paper hat made up in an assortment of attractive colors and designs, featuring colored bands and metallic decorations.

Per Gross $6.00

No. 1219—CARDBOARD HORN. Made of heavy cardboard covered with attractive colored party decorations. Gold color metallic mouthpiece. Makes loud noise. Length, 7 inches. Packed 2 dozen.

Per Dozen....65c Per Gross....$7.50

No. 1220—CARDBOARD HORN. Same style as above with patriotic red, white and blue triangle designs. Length, 7 inches. Packed 2 dozen.

Per Dozen....65c Per Gross....$7.50

No. 827—SNAKE BLOWOUT. Made of strong fibre paper in assorted bright colors. Cardboard mouthpiece. Blows out to eighteen inches in length. A popular party item.

Per Gross $3.50

No. 653—LARGE METAL FROG CRICKET. Beautifully lithographed in bright colors. Sturdily made. Makes very loud noise. Size, 3 inches.

Per Dozen 45c

Per Gross $4.75

No. 657—LARGE DE LUXE METALLIC HAT ASSORTMENT. Assorted styles made of cardboard with bright metallic paper in sparkling glamorous colors and decorations. Each hat is made in head size and suitable for a favor or gift. Packed 4 dozen in box.

Per Box of 4 Dozen.....$7.20

SERPENTINE STREAMERS

No. 259 — SERPENTINE STREAMERS. Put up 20 rolls in package. Packed 50 packages to carton.

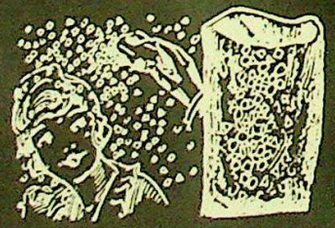
Per Carton of 50 Packages $3.75

DANCE CHECKS

No. 360 — DANCE OR PASS-OUT CHECKS. Made of heavy paper. Cannot be removed without destroying. Comes packed 100 of one design to a box.

Per 100 .....85c

CONFETTI



No. 361—CONFETTI. Made of good, clean paper and put up in glassine bag. Packed 50 bags in a carton.

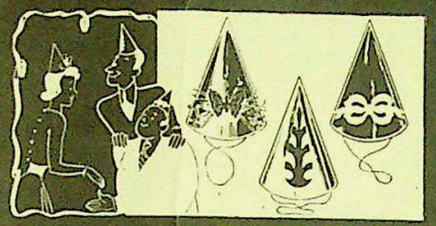
Per Carton 50 Bags....$2.50

July 25, 1949

XD 2/254

WESTERN NOVELTY Co. Denver, Colo.

PATENT OFFICE
JUL 25 1949
DESIGN DIVISION



No. 362—MINIATURE METALLIC HAT ASSORTMENT. A clever assortment of miniature party hats. Made of metallic foil covered paper, trimmed with crepe and foil cutout decorations.

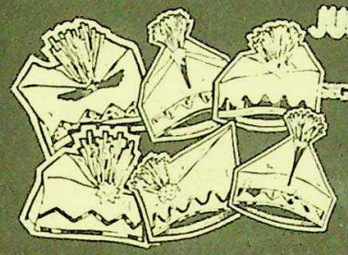
Per Dozen 50c

Per Gross $5.50

No. 363—METALLIC HAT ASSORTMENT. Same styles as above in larger size hat.

Per Dozen 90c

Per Gross $10.50



No. 364—FLAT CREPE HAT ASSORTMENT. Popular selection of styles and shapes. Fine grade crepe paper in bright attractive colors. Decorated with metallic ornaments.

Per Dozen 50c

Per Gross $5.50

No. 366—HORN. Foil covered cardboard horn in assorted bright colors, with loud metal reed and wood mouthpiece. Length, 8½ inches.

Per Dozen 60c

Per Gross $6.75

HAWAIIAN LEIS

No. 840 — CELLOPHANE HAWAIIAN LEIS. Made of sparkling cellophane in a wide assortment of bright colors. Measures 40 inches all around. An excellent party novelty item.

Per Dozen 60c

Per Gross $6.50

METAL HORNS

No. 367—METAL HORN. Metal horn enameled in assorted bright colors, with loud metal reed and wood mouthpiece. Length, 8½ inches.

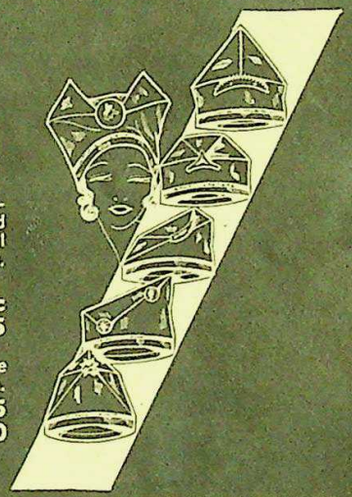
Per Dozen 85c

Per Gross $9.75

No. 368—METAL HORN. Same as above. 12 inches in length.

Per Dozen $1.25

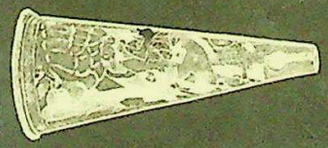
Per Gross $14.50

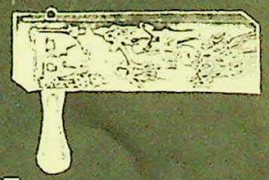


No. 365—FLAT CREPE HAT ASSORTMENT. Crepe paper hats in assorted colors. Contrasting colors on band and hat. Made of good quality crepe.

Per Gross $3.75

Metal Noise Makers





No. 369—METAL NOISEMAKER ASSORTMENT. Special assortment of 50 noisemakers. Consists of rattlers, clappers, bell ringers, ratchets, etc. Beautifully enameled in assorted bright colors. A fine assortment that produces a variety of loud noise.

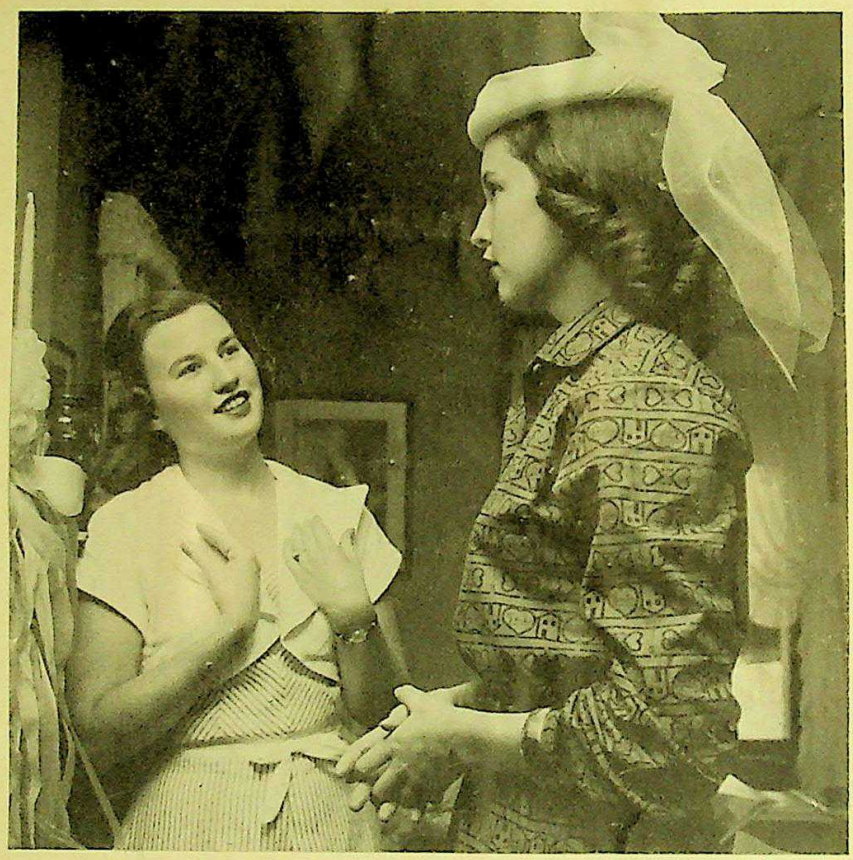
Per Assortment of 50.....$3.50

July 25, 1949

37/45

McCALLS 6-1953 P. 32

XD2/254



3/15 HARPERS BAZAAR 10-1947 P.231

XD 2/255

3/15 + P 2/255 GLAMOUR 8-1949 P. 175

XD 3/15 XD 2/255 Newsweek Aug 6, '51

feared that it was too big. Today his staff has outgrown it and is expanding.

His friends are not surprised at this success. The first one to arrive in the morning, Levy regularly greets his employes with requests for information on half a dozen problems he has thought of overnight. Week ends he relaxes at his country place in Stamford, Conn., with his wife and their two children, Robbie, 5, and Susie, 22 months. But even there, his friends say with a touch of exasperation, Levy "never stops thinking."

FASHIONS:

The Shapely Look

The opening of the Paris fashion showings on July 27 did more than unveil the leading designers' fall and winter collections. It disproved the prophets of gloom who said that the *haute couture* was dying in Paris.

True, Piguet had closed his famous house on the Rond-Point July 15. He followed Lucien Lelong, Molyneux, and Marcelle Dormoy. All had quit in the previous two years. True, the cost of fabrics was rising, with no end in sight. Wages in the couturiers' workrooms had gone up 20 per cent or more in two years. Raymond Marie-Barbas, *Président de la Haute Couture Parisienne,* warned the industry gloomily: "We are going through a crisis because we are selling our dresses too cheaply."

But the magic of Paris fashions still thrilled women everywhere, and the boulevards swarmed with American buyers who kept the industry alive. By the time the showings ended Aug. 10, the Americans would have bought an average of fifteen to twenty models each at prices upward of $300.

From the start of the season, the themes were full, bell skirts puffed out with several petticoats, and sweeping shoulder lines. Christian Dior, who unveiled his collection this Monday, called the latest new look "the shapely look." Jacques Fath favored flowing "guimpe sleeves," and used padding from shoulder to turn-over collar to form an "ogive line" that curved like a Gothic pointed arch. Jacques Griffe, too, had crescent lines from collars to sleeves, and massive pyramid collars the width of shoulders on loose coats. Jean Dessès, who, like Schiaparelli, showed his collection on July 28, took blue as his color for bell-shaped skirts with high-waisted corselet belts and shirred sleeves.

Paris hat designers staged the curtain-raiser for the big showings. Here emphasis was on berets with a side sweep. Jean Barthet fashioned one of black and white hound's-tooth check with a green change purse cocked on one side. Legroux shaped toques that perched well forward on the head, while a Barthet toque in black velvet was accented by a pale rose.

The Princess's New Clothes

In London last week fashion writers caught a glimpse of the clothes Princess Elizabeth is buying for her fall wardrobe. And what they saw they liked better than anything Elizabeth has worn for a very long time. For the first time since she had started buying clothes at her mother's dressmaker, Norman Hartnell, Britain's 25-year-old Princess had eloped to a new designer, famous for his tight-fitting, revealing clothes—Hardy Amies.

Although the Princess would continue to buy the bulk of her wardrobe from Hartnell, especially her superb jewel-embroidered evening gowns, friends hoped that Amies would gradually wean her from Hartnell's overfussy, matronly tailor-mades and afternoon dresses.

Americans have shopped extensively at Amies's oak-paneled salon on Savile Row, and his designs have therefore been strongly influenced by their requirements. Elizabeth herself felt it would be "very nice" to wear clothes which she knew would be admired by Americans and Canadians on her fall trip to their two countries.

Although the tall, handsome designer refused good-naturedly to divulge exactly which models Elizabeth had chosen, fashion writers got all the hints they wanted. Proud of her 25-inch waistline, which she has kept down by dieting, Elizabeth had undoubtedly asked for Amies's single-breasted tailor-mades with their "starved waistlines" held in by curved belts, and pencil-slim skirts.

INDIA:

Your Purse, Please

East vs. West note: In India last week the government ordered all tax collectors to be "humble, polite, and courteous."

International Photos

Paris fashions: A rose, a change purse, a phone dial, and ostrich feathers trim these hats by Jean Barthet

~~XD 2-257~~ XD 2/255

THE EVENING STAR
Washington, D. C., Tuesday, April 16, 1963

SPECTACULAR SUNSHADES FROM CALIFORNIA

From our California Designers' collection of sun 'n fun bonnets to dazzle and delight. At the beach, pool, on the patio . . . in town or country, the look is glamour!. See our colorful collection priced from $5 to $25 in all 5 Hecht Co. Millinery Salons. Sketched: Drama of black organza petals over straw, **$25**